

FEB. 8-14, 1988

[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

18 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 8-14, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																													
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING			LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN																			
								PERS	WOMEN			18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.																				
								#STNS	CVG%		TYPE	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-												
EVENING CONT'D																																											
HUNTER-CONT'D																																											
	203	99	OP	6	C	15.8	24	1404	1683	277	205	60	853	176	399	413	448	382	625	138	306	324	344	258	93	47	112	70															
	9.00 - 9.30				A	13.7	20	1214	1646	272	181	60	820	155	394	427	461	357	605	112	290	340	363	243	121	55	99	69															
	9.30 - 10.00				A	13.2	19	1170	1630	288	193	47^	790	141	371	419	469	342	620	106	296	339	380	255	116	54^	104	72															
J.J. STARBUCK																																											
SAT	10.00P	60	NBC	5	A	16.6	30	1471	1712	293	188	56	823	208	400	397	422	353	572	158	270	271	291	249	139	83	179	115															
	205	98	GD	6	B	13.7	25	1216	1752	327	225	59	848	228	419	405	420	357	594	162	304	293	308	246	141	86	169	110															
	10.00 - 10.30				C	14.0	26	1242	1767	328	225	58	863	225	420	409	428	368	608	165	310	300	313	251	134	82	162	105															
	10.30 - 11.00				A	17.2	30	1524	1706	295	186	57	820	205	393	394	422	356	563	159	268	265	284	242	139	83	184	122															
					A	16.0	30	1418	1719	290	190	55	826	212	407	399	421	350	582	157	272	277	297	256	138	82	173	107															
KATE & ALLIE																																											
MON	8.00P	30	CBS	6	A	14.5	21	1285	1565	313	235	111	868	269	412	421	356	384	505	163	243	239	223	226	79	54	114	69															
	209	99	CS	9	B	14.7	22	1305	1564	340	258	74	871	256	429	403	375	385	478	145	233	226	210	215	84	55	130	82															
					C	15.0	22	1330	1569	344	257	76	863	254	431	406	377	377	484	145	241	236	218	210	88	58	135	86															
KNOTS LANDING																																											
THU	10.00P	60	CBS	6	A	17.2	27	1524	1592	371	315	66	952	319	548	470	402	370	433	148	253	237	191	153	105	72	101	63															
	209	99	GD	18	B	16.5	27	1465	1578	382	306	79	951	323	549	489	413	350	424	165	265	238	186	132	102	65	100	62															
	10.00 - 10.30				C	15.6	26	1385	1546	378	302	84	930	322	533	476	397	342	430	174	267	242	182	135	89	50	98	63															
					A	16.9	26	1497	1614	369	309	66	957	314	543	469	404	381	437	153	252	234	189	155	110	71	110	68															
10.30 - 11.00																																											
L.A. LAW																																											
THU	10.00P	60	NBC	5	A	20.5	33	1816	1544	354	281	101	812	274	502	466	385	266	585	198	359	354	295	183	89	51	57	33^															
	213	99	GD	15	B	20.6	34	1822	1611	353	286	102	824	308	532	502	390	235	598	219	392	375	297	163	105	57	85	47															
	10.00 - 10.30				C	19.1	33	1696	1597	343	275	103	804	303	515	485	375	236	615	231	402	379	299	171	95	55	83	44															
	10.30 - 11.00				A	20.6	32	1825	1562	359	289	102	817	289	513	473	380	259	563	189	346	345	287	173	109	63	72	40															
					A	20.4	33	1807	1525	349	274	100	806	258	490	460	390	274	608	208	372	363	304	192	70	40	42	25^															
LAW & HARRY MCGRAW																																											
WED	8.00P	60	CBS	5	A	8.7	13	771	1576	307	230	56^	850	177	374	373	417	413	596	90	241	273	295	306	54^	31^	76^	33^															
	199	98	PD	5	B	8.5	13	753	1552	263	180	37^	806	159	337	344	397	409	592	99	241	264	307	300	56	25^	98	58															
	8.00 - 8.30				C	8.5	13	753	1552	263	180	37^	806	159	337	344	397	409	592	99	241	264	307	300	56	25^	98	58															
	8.30 - 9.00				A	8.6	14	762	1573	282	206	58^	832	170	363	361	402	406	599	86	230	265	293	318	56^	28^	86	38^															
					A	8.8	13	780	1579	331	254	54^	868	183	385	384	432	419	594	94	252	281	297	294	51^	34^	66^	28^															
MAGIC IN-MAGIC KINGDOM(S)																																											
FRI	8.00P	60	NBC		A	12.6	21	1116	1829	273	208	88	765	215	411	402	354	303	557	163	316	316	262	202	141	60	366	246															
	201	99	GV																																								
	8.00 - 8.30				A	12.4	20	1099	1802	282	214	87	773	215	409	404	353	313	545	145	301	300	263	210	131	53^	353	234															
	8.30 - 9.00				A	12.8	21	1134	1854	264	203	89	758	215	413	400	354	294	568	181	331	331	260	195	150	67	379	258															
MAGNUM, P.I.																																											
WED	9.00P	60	CBS	4	A	13.8	21	1223	1672	335	271	86	834	238	461	467	415	302	619	181	357	348	314	220	112	39^	108	58															
	204	98	PD	10	B	14.9	23	1318	1659	322	248	74	849	240	472	454	424	317	608	194	344	327	287	217	95	35	107	63															
	9.00 - 9.30				C	14.5	23	1286	1647	324	249	75	835	236	458	439	415	325	601	189	345	324	297	212	100	40	111	65															
	9.30 - 10.00				A	13.4	21	1187	1675	351	285	87	848	241	466	470	422	309	616	181	354	344	311	221	111	40^	99	51^															
					A	14.2	22	1258	1669	320	258	86	820	236	456	463	408	295	621	182	361	352	316	220	112	39^	116	66															

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 8-14, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS			LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		CHILDREN											
								18+	49			18-	18-	25-	35-	18-	18-	25-	35-	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-												
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11								
EVENING CONT'D																																			
MARRIED...WITH CHILDREN										A	4.7	7	416	1997	320	285	113^	686	403	519	403	227	132^	734	503	622	439	181	102^	280	170	297	192		
SUN	8.30P	30	FOX	7	B	4.4	6	387	1935	338	307	121	716	415	562	465	240	130	694	446	598	444	213	70^	205	87	320	226							
	123	87	CS	17	C	4.2	6	375	1960	337	301	104	696	389	550	435	254	114	702	431	597	462	239	78	239	103	322	213							
MATLOCK										A	19.1	28	1692	1680	264	187	46	904	135	348	377	453	493	611	96	239	262	316	321	79	39	86	60		
TUE	8.00P	60	NBC	7	B	18.8	27	1664	1666	252	168	50	902	121	316	355	454	514	612	91	228	246	317	335	65	34	87	54							
	207	99	GD	17	C	17.7	27	1566	1631	247	158	48	885	123	301	343	441	510	600	97	228	241	304	328	61	29	85	49							
	8.00 - 8.30				A	18.6	27	1648	1664	252	179	42	893	126	333	364	445	498	616	97	240	261	310	325	74	39	81	57							
	8.30 - 9.00				A	19.6	28	1737	1695	276	196	50	914	145	362	390	460	487	607	95	238	262	321	317	83	39	90	63							
MIAMI VICE										A	13.6	22	1205	1796	324	274	111	795	296	531	480	372	227	643	274	421	390	269	179	129	70	229	136		
FRI	9.00P	60	NBC	6	B	13.5	22	1198	1786	342	295	108	774	303	535	470	362	202	663	281	447	413	298	164	148	76	201	117							
	209	99	OP	17	C	13.9	24	1228	1788	333	280	102	767	303	519	459	353	210	659	277	442	415	299	167	142	74	220	127							
	9.00 - 9.30				A	13.3	22	1178	1806	314	261	108	793	293	513	464	367	241	646	269	417	387	272	190	126	70	240	141							
	9.30 - 10.00				A	13.9	23	1232	1786	333	286	114	796	298	549	496	378	214	640	279	424	394	266	170	131	70	219	132							
MR. BELVEDERE										A	11.3	18	1001	1752	335	270	93	823	259	456	427	390	314	455	183	287	267	192	138	192	102	282	180		
FRI	8.30P	30	ABC	5	B	12.4	21	1102	1709	294	239	97	818	265	449	414	350	322	463	173	285	265	201	147	155	98	273	175							
	201	96	CS	5	C	12.4	21	1102	1709	294	239	97	818	265	449	414	350	322	463	173	285	265	201	147	155	98	273	175							
MR. PRESIDENT										A	1.3	2	115	1971	229^	107^	67^	520^	211^	286^	257^	257^	176^	587	222^	371^	423^	322^	92^	268^	176^	596	398^		
SAT	9.30P	30	FOX	5	B	2.0	3	175	1674	271	199	67^	584	247	374	346	266	175^	584	302	428	367	233	106^	197	89^	309	222							
	112	79	CS	5	C	2.0	3	175	1674	271	199	67^	584	247	374	346	266	175^	584	302	428	367	233	106^	197	89^	309	222							
MOONLIGHTING										A	19.5	28	1728	1741	427	394	123	836	497	697	557	273	116	494	271	423	369	201	53	217	141	193	134		
TUE	9.00P	60	ABC	7	B	18.1	27	1600	1705	384	344	139	803	442	637	529	287	133	492	280	410	354	183	55	206	120	204	131							
	220	99	PD	16	C	19.3	30	1709	1694	378	337	134	788	424	613	512	285	141	500	283	408	342	185	66	201	114	205	131							
	9.00 - 9.30				A	19.5	28	1728	1761	418	385	114	823	486	676	531	266	124	489	265	415	363	201	55	234	148	215	157							
	9.30 - 10.00				A	19.6	29	1737	1713	434	401	132	846	506	715	579	280	107	497	275	429	374	200	50	200	133	170	112							
MURDER, SHE WROTE										A	19.5	29	1728	1648	336	211	33^	941	136	340	376	498	519	609	84	227	261	345	334	40	16^	58	33^		
SUN	8.00P	60	CBS	6	B	20.5	29	1813	1641	314	202	38	917	135	338	376	465	502	597	87	217	242	317	330	52	24	75	43							
	210	99	SM	21	C	20.5	30	1814	1606	312	199	42	897	135	330	363	449	496	588	97	225	246	305	316	54	26	67	41							
	8.00 - 8.30				A	19.3	29	1710	1634	334	209	32^	930	132	334	366	489	517	616	86	229	260	344	341	37^	15^	51	28^							
	8.30 - 9.00				A	19.8	29	1754	1653	338	212	35^	947	139	344	385	504	519	600	81	225	260	344	325	42	17^	65	36							
MY TWO DAD'S										A	13.4	19	1187	1930	344	291	89	731	323	515	452	293	170	568	279	447	368	224	105	288	152	343	247		
SUN	8.30P	30	NBC	6	B	16.6	24	1472	1850	378	317	96	801	360	558	468	324	196	542	256	398	350	231	111	231	136	275	188							
	201	99	CS	18	C	17.1	25	1515	1865	376	326	99	791	370	573	484	318	175	551	266	414	361	235	101	237	133	286	199							
NBC MONDAY NIGHT MOVIES										A	17.1	24	1515	1778	313	260	86	756	259	483	457	374	217	626	205	383	379	322	190	196	88	200	138		
MON	8.30P	120	NBC	6	B	17.2	27	1524	1704	348	284	91	865	296	542	496	414	269	508	170	312	302	262	153	171	93	160	102							
	201	99	FF	19	C	17.1	27	1515	1647	338	270	87	865	285	512	468	405	295	486	165	297	279	242	154	146	83	150	93							
MOVING TARGET										A	16.4	23	1453	1835	305	253	77	749	251	465	449	370	222	630	197	384	384	329	195	194	80	262	178		
CONT'D																																			

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 8-14, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C										K E Y		HOUSEHOLD AUDIENCES AVG. SH AVG. AUD. % AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
															TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN		
												PERS	WOMEN	18-49	18- W/CH	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	12- 17	FEM. 12- 17	TOT. 2- 6	TOT. 6- 11		
EVENING CONT'D																																	
NBC MONDAY NIGHT MOVIES-CONT'D																																	
9.00 - 9.30										A	17.4	24	1542	1765	323	270	83	751	268	491	454	366	210	625	212	389	385	318	185	183	86	206	141
9.30 - 10.00										A	17.5	25	1551	1752	313	262	92	754	265	488	455	369	214	622	205	375	369	315	194	201	91	176	122
10.00 - 10.30										A	17.2	26	1524	1752	310	255	88	766	250	486	467	389	222	623	206	385	376	326	188	206	94	158	111
NBC SUNDAY NIGHT MOVIE										A	14.3	22	1267	1744	277	186	60	640	197	357	359	352	219	862	301	557	525	446	256	144	35^	99	65
SUN 9.00P 120 NBC 7										B	17.0	27	1503	1747	328	264	88	766	310	493	437	335	222	664	275	457	415	310	162	171	88	145	96
203 99 FF 19										C	16.8	27	1488	1742	340	279	92	789	324	521	457	342	218	636	275	444	398	287	148	169	91	148	96
THE DIRTY DOZEN: FATAL MISSION										A	14.3	21	1267	1801	297	201	62	881	199	372	383	371	242	823	297	533	486	409	254	163	52	134	92
9.00 - 9.30										A	14.1	21	1249	1781	279	187	59	634	198	356	368	349	213	862	298	556	520	450	259	166	38^	119	81
9.30 - 10.00										A	14.3	21	1267	1715	276	185	62	626	195	348	348	352	212	879	298	560	539	464	263	132	28^	78	50^
10.00 - 10.30										A	14.5	23	1285	1682	255	171	58	618	196	350	336	337	211	884	310	578	554	463	247	116	23^	63	38^
10.30 - 11.00										A	13.9	19	1232	1550	299	236	109	757	277	410	407	298	297	563	195	344	351	270	186	94	55	136	88
NEWHART MON 9.00P 30 CBS 7										B	15.7	23	1391	1605	337	272	94	821	292	470	440	345	306	569	202	353	345	269	184	89	44	125	76
206 97 CS 20										C	16.6	25	1473	1604	362	289	100	840	303	487	459	353	299	535	197	338	324	250	168	98	56	131	82
NIGHT COURT										A	23.9	36	2118	1681	358	305	119	830	337	561	498	366	221	523	202	354	327	255	138	158	77	170	101
THU 9.30P 30 NBC 6										B	22.7	36	2010	1757	367	310	110	837	340	556	498	355	232	574	235	405	366	269	134	167	85	178	110
205 99 CS 16										C	23.1	37	2046	1675	364	303	110	816	333	539	486	352	229	568	238	393	358	256	138	147	76	143	83
OLYMPIC DIARY-MON										A	10.7	19	948	1514	327	264	94	843	277	471	441	357	326	505	143	293	287	268	177	92	51^	73	49^
MON 10.49P 1 ABC 7										B	12.1	21	1068	1633	287	234	91	760	284	469	417	348	236	648	252	429	400	315	167	114	52	110	58
207 96 SC 21										C	12.7	21	1121	1661	262	207	69	712	222	396	365	346	268	673	234	409	384	326	207	127	58	149	86
OLYMPIC DIARY-TUE										A	14.1	23	1249	1506	378	351	157	821	473	684	597	289	105	448	237	382	348	201	39^	111	81	126	68
TUE 10.39P 1 ABC 7										B	13.1	23	1163	1557	365	329	165	818	477	675	568	280	110	509	280	422	387	205	50	119	72	112	63
216 99 SC 21										C	13.9	25	1234	1566	360	315	145	832	437	635	539	307	159	499	253	387	349	205	80	117	70	118	70
OLYMPIC DIARY-WED										A	15.0	26	1329	1547	317	241	73	866	263	475	452	389	340	468	182	297	279	193	143	107	72	106	65
WED 10.42P 1 ABC 7										B	14.7	26	1304	1546	340	276	90	892	301	511	452	378	337	447	186	270	226	173	151	105	65	102	58
218 99 SC 20										C	14.6	26	1290	1543	338	271	85	888	288	490	445	378	351	449	174	267	240	191	150	100	59	106	67
OLYMPIC DIARY-THU										A	8.9	14	789	1606	277	227	101	664	286	504	465	335	99	708	379	601	517	287	82	130	49^	104	77^
THU 10.40P 1 ABC 7										B	9.3	16	823	1621	250	200	80	630	227	419	379	311	170	752	297	512	476	366	181	131	41	108	63
202 98 SC 20										C	9.9	17	874	1634	270	210	76	695	229	419	387	344	230	682	254	443	408	330	187	126	51	131	85
OLYMPIC DIARY-FRI										A	12.1	22	1072	1651	316	248	67	760	204	419	429	401	271	647	167	354	377	334	231	115	44^	128	84
FRI 10.38P 1 ABC 7										B	12.7	23	1126	1618	312	237	67	793	222	438	447	410	287	641	184	369	386	329	209	85	36	100	67
219 99 SC 22										C	12.6	23	1116	1609	303	225	82	802	233	440	437	399	296	629	189	367	376	312	205	85	38	93	57
OUR HOUSE										A	10.1	16	895	1881	321	242	53^	831	213	408	389	389	364	533	187	323	290	254	167	195	91	322	237
SUN 7.00P 60 NBC 6										B	11.3	17	997	1812	322	256	74	806	243	444	415	371	307	570	195	343	328	280	177	156	84	279	202
201 99 GD 19										C	12.1	19	1072	1824	334	270	72	813	253	452	427	363	307	579	203	355	334	278	175	165	87	267	185
7.00 - 7.30										A	9.1	15	806	1858	315	236	53^	834	201	386	366	385	392	534	170	312	287	264	178	180	85	311	235
CONT'D																																	

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 8-14, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
DAY	TIME	DUR #STNS	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)		WORKING WOMEN 18-49	LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		CHILDREN					
													TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	12- 17	FEM. 12- 17	TOT. 2- 6	TOT. 6- 11	
EVENING CONT'D																														
OUR HOUSE-CONT'D																														
7.30 - 8.00																														
A 11.1 17 983 1901 326 248 54^ 828 223 426 408 393 342 533 201 332 293 246 158 208 96 331 239																														
PERFECT STRANGERS																														
WED 8.00P 30 ABC 7																														
218 99 CS 19																														
A 16.6 26 1471 1828 318 266 93 743 319 503 441 309 198 531 266 403 366 220 97 212 106 343 216																														
B 16.9 26 1495 1814 331 277 108 758 341 512 446 294 200 521 254 387 347 219 98 198 106 336 219																														
C 16.1 26 1427 1740 329 274 101 763 324 492 428 297 224 491 228 351 309 205 108 190 102 296 194																														
PRESIDENTIAL PORTRAIT																														
TUE 10.03P 1 CBS 16																														
210 99 DO 51																														
A 16.3 25 1440 1598 322 238 51 919 191 430 436 459 427 529 121 245 260 271 239 69 35 81 52																														
B 13.5 21 1198 1587 326 243 67 871 228 443 433 427 368 524 151 276 269 261 211 86 43 106 63																														
C 13.2 21 1168 1585 323 239 72 854 236 436 425 406 355 536 160 290 281 267 208 88 44 107 67																														
THU 9.58P 1																														
A 15.0 23 1329 1670 341 271 60 932 251 497 469 432 385 513 153 288 295 246 184 104 57 121 76																														
A 17.5 27 1551 1538 306 210 43 907 140 372 407 481 463 544 93 207 230 293 285 40^ 15^ 47 31^																														
ST. ELSEWHERE																														
WED 10.00P 60 NBC 5																														
205 99 GD 16																														
A 13.7 23 1214 1455 292 231 134 841 292 525 521 420 250 472 180 307 292 298 132 72 44^ 70 38^																														
B 13.3 23 1178 1519 330 270 126 846 311 543 516 411 239 524 208 358 334 251 129 73 50 75 35																														
C 13.6 23 1203 1508 332 269 117 836 313 534 509 399 241 513 207 345 323 236 137 84 52 75 41																														
A 13.4 22 1187 1448 285 225 136 835 286 514 508 415 256 459 169 292 286 237 131 75 51^ 79 43^																														
A 14.1 25 1249 1451 297 236 132 840 295 532 530 422 243 480 190 319 295 237 131 69 36^ 62 34^																														
SIMON & SIMON																														
THU 9.00P 60 CBS 6																														
204 97 PD 9																														
A 13.3 20 1178 1719 302 230 55 865 207 446 438 434 367 601 157 320 341 315 223 126 54 127 77																														
B 13.2 20 1167 1646 300 216 69 848 210 428 420 423 360 561 163 297 305 285 212 103 53 134 86																														
C 12.8 19 1135 1636 286 203 69 835 204 413 406 413 361 566 167 301 305 286 213 97 49 138 84																														
A 12.9 19 1143 1749 301 226 60 852 197 436 435 435 360 621 161 338 359 334 227 132 52^ 143 88																														
A 13.6 20 1205 1703 306 234 51^ 884 217 458 445 435 377 585 154 306 326 299 221 120 57 113 68																														
60 MINUTES																														
SUN 7.00P 60 CBS 7																														
211 99 DN 22																														
A 19.0 30 1683 1599 286 211 39 784 158 310 332 345 415 733 198 348 350 328 344 41 11^ 41 24^																														
B 19.6 30 1735 1568 286 193 35 810 150 302 326 369 443 680 148 300 312 330 333 35 16^ 43 25																														
C 21.0 33 1864 1557 281 190 42 768 148 299 315 351 409 698 166 327 338 337 318 40 16 51 27																														
A 18.2 30 1613 1599 277 209 39^ 776 157 309 326 334 412 742 202 352 351 326 351 42 11^ 38^ 23^																														
A 19.8 31 1754 1598 294 213 38 790 158 311 337 354 418 725 194 344 349 330 337 39 11^ 45 25^																														
SLAP MAXWELL																														
WED 9.30P 30 ABC 7																														
215 98 CS 18																														
A 12.3 19 1090 1686 292 231 82 830 275 489 478 388 284 562 198 356 371 262 160 146 87 149 107																														
B 12.3 19 1086 1645 302 247 104 781 288 482 441 358 249 561 228 375 334 257 148 131 75 172 106																														
C 13.1 21 1160 1619 314 253 99 782 288 478 445 353 252 554 217 364 334 263 149 125 66 158 94																														
SLEDGE HAMMER																														
FRI 9.30P 30 ABC 5																														
208 98 CS 5																														
A 6.8 11 602 1756 282 242 72^ 707 252 435 437 332 218 549 194 351 357 252 156 157 64^ 343 238																														
B 8.1 13 721 1708 288 239 84 725 253 441 422 331 235 528 179 344 334 263 147 176 88 279 192																														
C 8.1 13 721 1708 288 239 84 725 253 441 422 331 235 528 179 344 334 263 147 176 88 279 192																														
SONNY SPOON																														
FRI 10.00P 60 NBC 1																														
203 99 PD 1																														
A 12.0 21 1063 1740 327 294 93 773 285 538 499 385 194 599 246 389 350 280 165 173 80 194 124																														
B 12.0 21 1063 1740 327 294 93 773 285 538 499 385 194 599 246 389 350 280 165 173 80 194 124																														
C 12.0 21 1063 1740 327 294 93 773 285 538 499 385 194 599 246 389 350 280 165 173 80 194 124																														
A 12.3 21 1090 1762 339 304 97 777 295 552 508 386 187 600 257 395 351 266 163 181 91 204 126																														
A 11.8 21 1045 1702 311 280 88 763 271 518 486 381 199 593 233 378 346 292 166 164 68 183 120																														

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 8-14, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

30 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB.8-14,1988

FEB.8-14,1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
									PERS (2+)			WOMEN 18+	18- 49	18- 25- 35- 45+	18- 25- 35- 45+	18- 25- 35- 45+	18- 25- 35- 45+	TOTAL	18- 25- 35- 45+	18- 25- 35- 45+	18- 25- 35- 45+	TOTAL	18- 25- 35- 45+	18- 25- 35- 45+	18- 25- 35- 45+	TOTAL	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 8-14, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								WORKING WOMEN	W O M E N					M E N					T E E N S			C H I L D R E N						
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	18- 18+	18- 49	18- 34	18- 49	25 54	35- 64	35- 55+	TOTAL	18- 34	18- 49	25- 54	35- 64	35- 55+	TOTAL	12- 17	12- 17	12- 17	TOT. 2	MALE 6-	FEM. 6-	
EARLY EVENING NEWS					A	11.8	20	1044	236	165	798	138	315	353	405	415	564	126	246	275	273	258	26^	30^	25^	35	18^	16^
ABC WORLD NEWS TONIGHT MON-FRI 6.30P 30 ABC 34					B	11.8	20	1046	249	175	794	157	334	354	405	398	572	129	255	282	280	260	30	36	28	42	23^	22^
215 99 N 98					C	11.0	20	972	231	164	767	149	310	320	375	405	575	130	255	275	272	267	27	28	26^	40	23^	21^
ABC WRLD NEWS TONIGHT-SAT SAT 6.30P 30 ABC 7					A	10.3	20	913	227	144	774	121	266	298	376	442	583	102	219	267	306	296	38^	35^	35^	34^	28^	30^
182 94 N 10					B	8.2	15	729	224	141	757	121	257	278	361	439	626	144	273	302	302	282	25^	26^	26^	36^	33^	26^
					C	7.6	14	673	215	135	745	120	250	272	348	433	632	148	274	301	300	287	26^	24^	25^	39^	30^	24^
ABC WRLD NEWS TONIGHT SUN SUN 6.30P 30 ABC 6					A	10.1	19	895	294	219	805	184	394	416	414	339	676	161	329	381	362	263	60^	46^	56^	49^	29^	25^
163 86 N 19					B	7.2	12	637	243	171	788	161	320	329	381	408	642	149	297	329	333	274	40^	36^	38^	43^	31^	36^
					C	6.8	12	606	224	162	759	146	285	291	340	424	619	141	275	285	302	290	36^	30^	34^	33^	25^	29^
CBS EVENING NEWS RATHER MON-FRI 6.30P 30 CBS 35					A	11.1	19	980	220	139	781	132	281	294	337	445	594	89	218	235	277	338	28^	24^	19^	32^	23^	18^
210 99 N 104					B	12.4	21	1100	228	143	778	127	281	302	342	439	598	103	234	234	285	330	30	24	26	34	25	26
					C	11.9	22	1057	221	135	757	126	270	294	333	429	592	106	230	233	281	326	28	21^	26	36	23^	23^
CBS EVENING NEWS-SUNDAY SUN 6.00P 30 CBS 7					A	7.0	13	620	206	137	740	99^	216	251	306	460	739	166	294	299	328	398	24^	13^	24^	14^	9^	30^
183 88 N 9					B	7.6	13	672	230	157	763	107	251	277	340	456	651	132	277	278	304	339	20^	23^	20^	21^	18^	20^
					C	7.3	13	643	222	145	752	107	238	268	324	457	644	131	273	273	299	336	22^	22^	22^	20^	16^	16^
CBS SAT. NEWS-SCHIEFFER					A	5.7	11	505	203	113^	779	74^	200	230	308	526	662	95^	195	224	291	408	7^	15^	16^	33^	4^	15^
SAT 6.30P 30 CBS 6					B	7.1	14	616	201	119	775	110	246	285	402	592	129	255	282	280	260	26^	30^	25^	35	18^	16^	
161 88 N 17					C	7.2	14	637	185	111	774	110	246	285	402	592	129	255	282	280	260	26^	30^	25^	35	18^	16^	
NBC NIGHTLY NEWS MON-FRI 6.30P 30 NBC 34					A	10.9	19	962	217	150	799	131	296	332	368	430	581	144	264	273	270	273	23^	26^	21^	25^	19^	25^
204 99 N 99					B	11.4	20	1012	221	152	801	136	292	320	358	440	592	142	264	272	272	278	26	28	26	36	21^	24^
					C	10.8	20	958	211	146	789	130	281	312	346	441	594	139	257	266	263	288	29	32	29	34	20^	22^
NBC NIGHTLY NEWS-SAT SAT 6.30P 30 NBC 5					A	4.5	9	399	232	156	788	114^	281	327	318	432	619	121^	227	214	239	369	6^	4^	3^	17^	23^	17^
156 80 N 17					B	7.9	15	698	193	129	774	119	234	265	288	475	622	141	261	258	260	326	28^	30^	35^	42^	24^	34^
					C	8.5	17	756	180	114	776	110	220	251	293	495	609	126	231	236	251	337	23^	24^	25^	32^	18^	21^
NBC NIGHTLY NEWS-SUN SUN 6.30P 30 NBC 3					A	4.2	8	372	275	171	756	89^	231	265	355	453	682	128^	256	272	329	364	2^	30^	19^	43^	38^	30^
159 74 N 9					B	6.1	10	538	232	143	789	104	223	271	322	489	595	111	228	245	258	316	25^	26^	21^	26^	38^	26^
					C	6.6	12	586	233	154	788	122	259	263	334	466	642	136	268	273	289	326	32^	29^	29^	34^	29^	22^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

FEB. 8-14, 1988

PROGRAM NAME						NO. OF T/C	KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS MALE FEM.					
											TOTAL PERS				WORKING WOMEN				WOMEN					MEN									
								DAY	TIME	DUR	NET	TYPE	Avg. Aud. %	SH %	Avg. Aud. 0,000	(2+)	18+	18- 24	25- 34	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	17	12
LATE FRINGE																																	
ABC NEWS:NIGHT LINE										A	5.0	14	443	1377	262	186	203	43^	706	191	379	371	435	410	57^	580	184	340	318	379	361	28^	21^
TUE-FRI 11.30P 31 ABC 31										B	5.4	15	476	1380	252	187	195	67	710	192	372	353	412	374	66	564	196	329	306	366	339	27^	19^
212 98 N 78										C	5.4	16	474	1403	251	182	190	67	715	184	358	339	400	362	63	581	179	320	298	358	330	24^	21^
11.30 - 12.00										A	5.0	14	445	1378	262	186	203	43^	707	192	380	372	436	410	56^	581	184	340	318	379	361	28^	21^
12.00 - 12.30										A	4.1	13	363	1373	275	191	213	36^	700	171	368	362	430	405	63^	585	194	354	323	386	374	33^	21^
ABC WEEKEND REPORT SAT.										A	2.2	8	195	1580	211^	166^	186^	84v	728	186^	427	380	420	402	161^	682	260^	420	355	486	443	58v	37v
SAT 11.30P 15 ABC 7										B	2.1	7	190	1534	303	223	227	82^	772	199	433	412	455	413	80^	528	201	331	319	383	336	25v	52^
140 74 N 20										C	2.1	6	182	1440	298	236	225	85^	729	197	394	367	416	377	70^	540	178	308	288	352	319	21v	42^
ABC WEEKEND REPORT-SUN.										A	2.0	11	177	1405	312^	235^	229^	114^	628	132^	379	371	460	415	40v	587	183^	375	375	530	530	83v	92v
SUN 11.15P 15 ABC 7										B	2.2	9	197	1478	278	218	216	99^	664	207	373	356	424	370	85^	608	233	419	396	474	440	48^	43v
126 67 N 20										C	2.1	8	189	1412	257	209	209	69^	661	179	354	340	406	366	63^	596	197	386	369	436	412	43^	30v
CAMPAIGN '88:IOWA CAUCUS(S)										A	4.4	15	390	1464	276	250	237	70^	735	215	394	357	397	377	104^	641	209	359	394	418	352	19v	17v
MON 11.30P 49 CBS																																	
191 94 P																																	
11.30 - 12.00										A	4.8	15	425	1494	286	253	240	75^	743	204	388	345	392	373	105^	658	209	364	341	433	365	22v	20v
12.00 - 12.30										A	3.8	15	337	1393	254	242	231	59^	714	235	403	376	403	382	102^	603	209	346	317	384	323	12v	11v
CBS LATE NIGHT I										A	1.7	15	375	1433	303	245	211	80^	758	214	406	408	465	424	83	552	176	340	323	373	426	11^	24^
MON 12.19A 74 CBS 26										B	4.0	15	350	1435	303	245	211	80^	758	214	406	408	465	424	83	552	176	340	323	373	426	11^	24^
178 85 FF 81										C	3.8	15	333	1389	282	215	226	83	758	214	406	408	465	424	83	552	176	340	323	373	426	11^	24^
TUE&THU 11.30P 66																																	
WED 11.30P 65																																	
11.30 - 12.00										A	4.4	14	393	1460	283	241	237	76^	738	229	434	417	479	437	68^	587	153	332	315	388	352	32^	31^
12.00 - 12.30										A	3.7	15	325	1437	320	281	272	86^	750	247	468	448	506	460	75^	574	164	342	320	391	354	29^	31^
12.30 - 1.00										A	3.2	16	281	1401	335	297	289	81^	713	272	473	465	511	459	102^	589	221	386	377	451	374	32^	26^
1.00 - 1.30										A	2.5	17	222	1324	272^	241^	241^	86v	621	256^	429	429	466	416	118^	614	239^	381	364	471	389	39v	17v
1.30 - 2.00										A	2.1	16	186	1327	273^	238^	238^	58v	627	252^	441	441	478	440	97^	613	192^	368	344	435	402	48v	20v
CBS LATE NIGHT II										A	2.4	14	210	1429	324	279	268	98^	725	269	505	484	523	472	77^	563	192	368	349	400	366	45^	38v
MON 1.33A 43 CBS 33										B	2.5	14	218	1399	309	252	238	98^	729	243	464	430	473	427	101^	539	206	373	354	397	335	33^	37^
175 84 FF 101										C	2.4	14	209	1354	303	236	240	95^	725	234	435	402	453	411	85^	508	207	350	330	377	324	24v	32^
TUE 12.36A 48																																	
WED 12.35A 47																																	
THU 12.36A 52																																	
FRI 1.00A 56																																	
12.30 - 1.00										A	2.7	15	242	1463	337	290	273	107^	750	265	506	489	530	476	68^	552	169	336	306	366	343	34v	56^
1.00 - 1.30										A	2.3	13	207	1451	345	294	283	107^	729	272	519	492	533	480	84^	573	209	395	373	421	383	46^	40^
1.30 - 2.00										A	2.0	13	182	1387	258	230^	231^	62v	684	267	486	475	504	465	91^	568	218^	384	383	419	369	64^	11v
2.00 - 2.30										A	2.0	19	177	1274	308^	271^	252^	94^	672	280^	467	432	469	409	39v	535	112^	314^	314^	380	362	46v	<<

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 8-14, 1988

PROGRAM NAME DAYTIME DUR NET NO. #STNS CVG% TYPE T/C						KEY	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOTAL PERS		WORKING WOMEN		WOMEN					MEN					TEENS MALE FEM.					
														15	18	18	21-	21-	25-	15-	18-	18-	21-			21-	25-		
										(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17
LATE FRINGE CONT'D																													
CBS NEWS NIGHTWATCH-1 MON 2.19A 11 CBS 34						A	1.1	11	100	1303	326^	263^	273^	50^	661	168^	392	370	399	379	45^	531	162^	325^	324^	400	372	19^	20^
50 53 N 94						B	0.9	9	82	1291	289^	211^	218^	78^	679	230^	393	369	413	368	76^	512	194^	328	302^	379	354	40^	16^
TU-THSU 2.00A 30						C	0.9	9	78	1254	283^	211^	208^	74^	693	239^	388	360	410	376	71^	469	192^	322^	296^	340	309^	22^	15^
CBS NEWS NIGHTWATCH-2 TU-THSU 2.30A 30 CBS 33						A	1.0	12	91	1239	275^	202^	203^	32^	600	99^	318^	315^	333^	316^	44^	518	123^	294^	292^	384	369	38^	22^
64 63 N 102						B	0.9	11	79	1234	314^	206^	215^	62^	660	209^	373	352	400	365	77^	480	176^	294^	272^	349	320^	43^	15^
						C	0.9	11	76	1225	313^	214^	213^	69^	682	231^	384	357	412	380	69^	459	191^	312^	289^	332^	298^	21^	15^
CBS NEWS NIGHTWATCH-2(B) MON 2.30A 30 CBS 34						A	0.8	10	71	1075	296^	204^	252^	138^	613^	188^	399^	304^	353^	310^	66^	461^	101^	250^	250^	306^	240^	<<	<<
46 47 N 103																													
CBS NEWS NIGHTWATCH-3 M-THSU 3.00A 180 CBS 34						A	0.9	16	82	1138	249^	181^	199^	35^	594	103^	272^	260^	300^	288^	42^	447	105^	239^	238^	299^	271^	28^	13^
102 81 N 103						B	0.8	14	72	1102	290^	187^	195^	44^	669	146^	314^	298^	358	333^	60^	381	128^	218^	210^	259^	221^	22^	<<
3.00 - 3.30						C	0.8	16	72	1123	298^	178^	197^	56^	689	170^	305^	283^	366	339^	53^	367	136^	226^	217^	244^	206^	12^	9^
3.30 - 4.00						A	1.0	14	92	1249	253^	180^	197^	37^	592	115^	309^	300^	325^	314^	49^	533	118^	306^	305^	398	378	48^	17^
4.00 - 4.30						A	1.0	16	90	1203	257^	188^	204^	40^	611	109^	296^	285^	323^	307^	44^	492	131^	294^	294^	369^	335^	23^	12^
						A	0.9	15	78	1176	260^	192^	210^	38^	638	108^	281^	264^	310^	299^	33^	440	90^	239^	239^	302^	278^	20^	10^
4.30 - 5.00						A	0.8	16	73	1078	238^	173^	191^	32^	586	95^	228^	216^	262^	252^	36^	398^	95^	199^	199^	265^	239^	22^	18^
5.00 - 5.30						A	0.8	16	71	1142	266^	207^	216^	33^	642	95^	279^	267^	305^	294^	27^	418^	72^	190^	190^	227^	210^	22^	11^
5.30 - 6.00						A	0.9	15	76	1074	245^	169^	198^	31^	562	102^	253^	242^	298^	288^	62^	421^	125^	203^	203^	231^	178^	32^	10^
CBS SUNDAY NEWS SUN 11.30P 15 CBS 7						A	3.9	10	346	1569	277	222	195	119^	817	217	411	380	407	345	43^	624	137^	297	294	335	308	14^	42^
108 57 N 21						B	3.2	7	284	1505	314	231	227	60^	789	147	402	389	422	391	67^	616	140	305	288	332	301	39^	19^
						C	3.5	8	308	1466	299	219	226	53^	822	167	388	374	419	386	56^	550	126	278	264	305	279	29^	12^
DAVID LETTERMAN I MON-FRI 12.30A 30 NBC 35						A	4.1	20	367	1361	301	250	211	135	647	298	442	407	450	368	154	577	320	459	401	427	354	50^	46^
205 99 GV 99						B	4.2	20	376	1410	286	242	210	116	658	284	447	401	440	389	173	599	338	467	407	438	358	58^	44^
						C	4.0	20	357	1405	292	249	219	122	673	294	455	411	452	394	164	596	337	468	410	441	361	45^	42^
DAVID LETTERMAN II MON-FRI 1.00A 30 NBC 35						A	3.2	19	284	1401	311	266	206	148	670	326	467	423	458	371	163	606	388	505	444	468	384	41^	45^
205 99 GV 99						B	3.4	20	304	1406	284	244	206	123	637	295	455	406	437	381	193	618	383	500	432	466	374	57^	43^
						C	3.3	21	294	1388	291	251	217	128	654	308	461	414	451	388	180	605	375	492	428	459	368	43^	40^
'88 VOTE: IOWA CAUCUS N(S) MON 11.30P 62 ABC 34						A	4.2	15	372	1328	255	202	213	49^	700	150^	365	356	427	391	53^	536	156^	299	284	348	326	30^	7^
204 96 P																													
11.30 - 12.00						A	5.2	16	461	1350	245	205	208	56^	709	154	376	361	418	383	57^	536	156	293	282	342	315	30^	12^
12.00 - 12.30						A	3.4	14	301	1250	261	189^	212	38^	661	137^	337	337	426	388	45^	518	148^	295	277	345	330	28^	<<
12.30 - 1.00						A	3.0	14	266	1277	283	202^	218^	41^	706	154^	352	352	445	404	59^	510	196^	317	291	353	334	32^	<<
FRIDAY NIGHT VIDEOS FRI 1.30A 60 NBC 7						A	2.6	17	230	1537	322	301	250^	182^	656	379	533	431	462	399	204^	621	435	520	420	450	385	92^	92^
175 96 PC 20						B	2.8	18	251	1460	320	302	248	177	606	344	501	435	460	377	236	598	423	520	432	461	362	98^	83^
CONT'D						C	2.7	18	239	1458	288	259	216	169	603	341	477	416	448	368	246	611	433	529	441	466	366	106^	65^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

40 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 8-14, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING PERS		WOMEN PERS	W O M E N						M E N						T E E N S										
												18- (2+)	18+	25- 49	25+ 54	15- 24	18- TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17			
LATE FRINGE CONT'D											A	2.0	6	177	1576	331^	297^	254^	212^	713	344^	541	481	531	443	145^	575	237^	407	363	384	342^	125^	100^
TOP OF THE POPS											B	2.3	7	208	1594	340	296	252	175	761	332	547	483	512	435	174	575	265	417	378	410	328	84^	66^
FR! 12.00M 60 CBS 7											C	2.3	7	206	1525	325	274	257	161	749	304	504	452	499	435	130	534	251	395	365	398	327	58^	70^
161 81 GV 21											A	2.3	6	204	1520	320	298^	252^	212^	729	373	565	501	546	447	128^	532	207^	381	333	350	317	99^	90^
12.00 - 12.30											A	1.8	6	159	1559	327^	280^	242^	200^	654	287^	480	429	481	413	159^	598	264^	418	381^	407	354^	151^	106^
12.30 - 1.00											A	7.0	21	620	1499	282	204	232	74^	738	210	437	428	538	493	67^	616	217	400	385	483	452	40^	31^
WNTN OLYMS SUN 11:30PM-1(S)																																		
SUN 11.30P 30 ABC																																		
217 99 SE																																		

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 8-14, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
							AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH		WORKING		W O M E N					M E N					TEENS		C H I L D R E N				
										18-49	W/CH	18-	18-	18-	18-	25-	35-	35+	18-	18-	25-	35-	35+	MALE	FEM.	MALE	FEM.	TOTAL		
											<3	18+	49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	11
MON-FRI EARLY MORNING																														
ABC WORLD NEWS-MORN-615A						A	1.5	14	131	106^	313	270	665	176^	418	424	350	210^	466	167^	316	348	250^	97^	23v	34v	7v	55v	36v	
MON-FRI 6.15A						B	1.3	14	115	76^	268	200^	836	151^	380	392	376	205^	501	157^	332	352	276	120^	24v	26v	11v	26v	13v	
142 83 N 100						C	1.3	15	119	69^	262	210^	618	161^	369	376	352	205^	508	151^	314	338	292	146^	20v	25v	11v	18v	13v	
ABC WORLD NEWS MORN-645A						A	2.3	15	204	90^	289	242	642	175	425	453	347	171	488	129^	296	353	289	122^	43^	38v	29v	32v	57^	
MON-FRI 6.45A						B	2.0	15	181	71^	278	212	633	199	397	419	325	184	494	149	305	331	269	132^	50^	35v	19v	22v	32v	
186 92 N 100						C	2.1	16	190	67^	272	213	620	169	384	401	337	187	487	135	267	296	279	158	40^	33v	23v	22v	30v	
BEFORE HOURS						A	0.9	10	78	104v	359^	331^	645	187^	410^	397^	348^	208^	438	213^	269^	260^	156^	139^	45v	<<	<<	18v	<<	
MON-FRI 6.15A						B	0.8	11	75	69v	339^	299^	630	166^	378	359	345	226^	441	208^	287^	267^	147^	124^	40v	21v	14v	14v	17v	
148 86 N 100						C	0.7	10	65	71v	322^	286^	624	166^	385^	375^	322^	209^	426	198^	263^	244^	132^	129^	24v	25v	<<	15v	20v	
CBS MORNING NEWS- 6:30AM						A	1.4	12	124	47v	220^	151^	545	129^	311	341	366	190^	495	118^	260^	245^	246^	200^	30v	11v	16v	8v	9v	
MON-FRI 6 30A						B	1.3	12	112	71^	263	178^	610	157^	359	388	368	195^	448	99^	216^	222^	237	188^	31v	12v	23v	11v	26v	
152 89 N 105						C	1.2	12	106	55v	274	152^	615	137^	292	329	352	255	405	100^	185^	186^	210^	188^	20v	14v	32v	16v	31v	
CBS THIS MORNING-1						A	2.3	10	206	35v	201	154^	687	134^	327	320	326	330	447	76^	199	199	211	220	18v	<<	15v	16v	20v	
MON-FRI 7.30A						B	2.2	11	198	41^	204	154	669	124^	302	309	321	331	453	77^	203	217	228	214	23v	11v	26v	21v	37^	
201 98 N 55						C	2.2	11	192	46^	191	135	659	120^	276	286	303	344	443	76^	198	204	217	215	23v	9v	25v	20v	32v	
CBS THIS MORNING-2						A	2.3	9	202	45^	197	125^	794	147^	287	273	350	473	396	48^	136^	140^	163^	243	17v	8v	19v	24v	31v	
MON-FRI 8.30A						B	2.6	11	227	38^	174	112^	745	119	262	278	347	438	403	59^	148	158	177	228	13v	11v	23v	17v	25v	
201 98 N 55						C	2.5	11	221	39^	164	100^	729	118	252	263	321	411	401	64^	148	151	168	228	12v	9v	28v	18v	29v	
GOOD MORNING, AMERICA-730						A	4.3	19	383	52^	211	174	697	135	373	395	373	277	432	89	186	223	246	193	15v	8v	29^	29^	35^	
MON-FRI 7.30A						B	4.1	20	363	57^	243	179	712	166	387	403	380	277	421	95	189	216	226	186	15v	8v	26^	28^	34^	
216 99 N 99						C	4.2	21	376	59^	243	185	710	157	376	395	375	284	429	100	193	213	222	194	17v	7v	23^	23^	28^	
GOOD MORNING, AMERICA-830						A	4.6	19	411	74^	167	140	751	151	360	398	401	325	379	57^	139	170	230	192	11v	14v	31^	32^	29^	
MON-FRI 8.30A						B	4.5	19	401	67	198	150	749	155	351	374	401	345	377	65	144	175	215	184	10v	8v	25^	27^	25^	
214 99 N 100						C	4.5	20	398	70	203	157	760	152	354	373	397	350	377	68	147	167	200	188	10v	7v	23^	25^	21^	
NBC NEWS AT SUNRISE						A	2.0	18	175	64^	309	246	661	123^	339	356	363	276	517	152^	259	291	238	198	12v	14v	<<	14v	13v	
MON-FRI 6.00A						B	2.0	20	177	69^	321	264	650	153	378	391	374	222	522	145	249	273	250	219	23v	18v	13v	10v	15v	
198 98 N 100						C	2.0	20	173	70^	319	267	645	153	382	401	362	212	493	122^	225	245	240	220	19v	34v	15v	11v	20v	
TODAY SHOW-7.30AM						A	5.3	23	470	38^	227	170	718	131	339	364	399	330	439	103	211	226	215	193	14v	8v	22^	16v	27^	
MON-FRI 7.30A						B	4.7	23	418	42^	223	159	678	116	313	340	375	314	470	106	220	229	230	222	19v	10v	20^	18^	27^	
205 99 N 100						C	4.6	23	404	53^	220	161	677	130	322	346	361	309	482	112	229	231	230	230	17^	12v	23^	19^	28^	
TODAY SHOW-8.30AM						A	5.5	23	491	28^	163	126	730	97	279	323	399	391	399	95	180	180	175	202	8v	6v	23^	14v	19^	
MON-FRI 8.30A						B	5.3	22	471	38^	168	127	727	112	292	317	371	390	422	93	176	178	190	224	11v	7v	19^	18^	17^	
205 99 N 100						C	4.8	22	428	59^	165	129	722	123	310	332	369	372	430	95	195	192	199	218	11v	8v	19^	17^	17^	

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 9

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 8-14, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N				
									18-49	WOMEN		15-	18-	18-	25-	25-	35-			MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.		
DAY	TIME	DUR	NET	NO. OF	AVG. AUD. %	SH %	AVG. AUD. 0,000	W/CH	18-	15-	18-	18-	25-	25-	35-			17	17	17	2-	2-	2-	6-				
	#STNS	CVG%	TYPE	T/C	%	%																						
MONDAY-FRIDAY DAYTIME																												
ALL MY CHILDREN																												
MON-FRI	1 00P	60	ABC	34	A	8.1	25	16	139	246	208	160	881	403	605	477	528	357	224	228	65	14	49	37	56	42	65	34
	219	99	DD	98	B	8.0	24	110	144	252	220	152	845	402	591	466	516	330	204	280	71	17	46	36	56	61	75	42
	1 00	1 30			C	7.8	25	688	144	244	215	150	854	385	572	444	495	338	230	275	80	15	39	31	61	54	79	36
	1 30	2 00			A	7.8	24	688	144	249	212	161	874	399	600	472	523	360	224	228	62	13	50	38	60	41	70	31
					A	8.4	26	146	142	242	203	159	884	406	609	480	532	353	223	228	67	14	47	35	55	43	61	37
AMERICAN TREASURY																												
W-F	3 00P	1	CBS	23	A	5.2	15	461	103	205	142	135	877	212	420	336	385	403	408	291	131	37	73	85	32	53	40	45
	194	90	DD	60	B	5.1	15	443	91	223	156	135	904	259	455	357	413	387	393	308	129	29	56	56	35	52	35	29
					A	4.6	15	412	85	191	129	126	876	240	426	331	387	376	395	290	130	26	49	46	33	46	34	15
ANOTHER WORLD																												
MON-FRI	2 00P	60	NBC	34	A	5.4	17	482	90	173	145	133	901	269	457	347	416	395	374	278	119	6	53	28	21	30	38	13
	202	98	DD	95	B	5.7	18	506	93	205	175	149	861	286	464	348	406	354	340	290	109	20	73	42	28	40	39	24
	2 00	2 30			C	5.1	17	455	83	210	180	152	866	279	471	350	409	368	336	293	109	22	63	43	26	41	40	27
	2 30	3 00			A	5.5	18	487	89	171	145	136	903	276	459	343	410	383	377	278	120	6	54	28	21	32	35	14
					A	5.4	17	480	91	175	144	129	895	261	455	349	420	405	369	276	119	6	52	28	21	28	36	13
AS THE WORLD TURNS																												
MON-FRI	2 00P	60	CBS	34	A	7.1	23	631	121	161	125	119	918	250	442	342	386	362	433	273	115	19	31	37	40	55	64	32
	208	99	DD	101	B	7.4	23	652	91	136	139	123	918	251	446	344	393	383	416	294	119	24	33	30	41	52	47	46
					C	6.6	22	583	83	171	119	116	911	232	427	329	394	400	419	276	118	20	29	32	36	47	46	37
2:00 - 2:30																												
					A	7.0	22	622	120	162	127	110	921	248	437	341	384	364	441	284	115	17	22	30	43	57	67	33
	2:30 - 3:00				A	7.2	23	636	123	161	124	129	920	254	448	345	390	363	427	264	116	21	38	45	38	54	61	31
BLACKOUT																												
MON-FRI	10:00A	30	CBS	30	A	2.4	9	211	92	131	94	67	733	197	338	288	336	326	347	381	189	16	48	23	69	85	71	84
	167	79	QP	30	B	2.6	10	226	75	170	130	76	745	201	356	230	345	356	334	386	188	21	29	18	74	63	69	67
					C	2.6	10	226	75	170	130	76	745	201	356	290	345	356	334	386	188	21	29	18	74	63	69	67
BOLD AND THE BEAUTIFUL																												
MON-FRI	1:30P	30	CBS	33	A	5.8	18	510	102	185	138	97	891	232	428	341	377	380	426	317	117	19	18	26	51	49	69	31
	198	94	DD	99	B	6.0	18	532	84	206	159	109	907	241	448	354	402	404	411	312	122	25	23	30	46	50	48	48
					C	5.3	18	469	82	192	140	107	893	231	433	339	397	406	402	295	119	19	19	24	41	50	50	41
CLASSIC CONCENTRATION																												
MON-FRI	10:30A	30	NBC	34	A	4.3	17	783	75	170	123	76	794	159	325	274	361	375	382	390	180	14	36	28	65	69	72	62
	139	74	OG	95	B	4.1	16	767	82	133	129	87	793	183	352	281	362	346	360	356	148	24	38	27	48	64	64	48
					C	3.6	15	318	84	156	120	84	808	202	369	299	366	331	371	343	156	24	29	23	46	64	65	45
DAYS OF OUR LIVES																												
MON-FRI	1 00P	60	NBC	34	A	7.8	24	691	88	212	186	177	886	300	519	377	444	400	299	275	110	22	67	54	24	48	49	22
	205	98	DD	98	B	7.9	24	707	97	206	173	176	859	304	503	373	436	365	294	279	102	26	85	61	35	44	48	32
	1 00 - 1 30				C	7.1	23	632	93	137	164	174	852	296	494	365	429	369	294	283	105	24	76	59	35	44	48	31
	1 30	2 00			A	7.6	23	672	87	214	187	175	886	295	514	372	442	401	302	278	112	21	64	52	26	46	50	22
					A	8.1	25	714	89	209	183	178	882	303	522	379	444	396	295	270	108	22	69	55	22	48	47	23
GENERAL HOSPITAL																												
MON-FRI	3 00P	60	ABC	34	A	9.1	28	803	102	241	189	161	900	362	539	415	480	368	296	219	85	22	63	50	46	34	49	30
	219	99	DD	98	B	8.7	26	70	128	244	203	171	872	373	556	425	477	342	264	234	84	24	71	52	45	52	57	40
	3 00	3 30			C	8.1	26	718	126	240	202	169	876	366	547	415	463	338	281	235	88	24	68	50	47	50	60	37
	3 30 - 4 00				A	8.8	28	783	108	240	189	161	907	370	550	424	488	366	293	215	85	20	57	47	45	33	52	27
					A	9.2	27	819	98	244	190	161	897	355	531	409	474	372	301	224	86	24	69	53	47	34	47	34

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 8-14, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C						KEY	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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									18-49 W/CH	18- 49	15- 24	18- 34	18- 49	18- 49	25- 34	25- 34	35- 44	TOTAL	55+	12- 17	12- 17	15- 17	2- 11	2- 11	2- 5	6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 8-14, 1988

PROGRAM NAME DAYTIME #STMS CVG% TYPE T/C					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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								18-49 W/CH 18- 49	15- 24	18- 34	18- 49	25- 34	25- 54	35- 55+	TOTAL 55+	MALE 12- 17	FEM. 12- 17	TOT. 15- 17	MALE 2- 11	FEM. 2- 11	TOT. 5- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 8-14, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD %		SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN			MEN		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
										15- 24	18 49	TOTAL	15- 24	TOTAL	TOTAL 17	MALE 12- 17	FEM. 12- 17	TOT. 12- 14	TOT. 15- 17	TOTAL 11	MALE 2- 11	FEM. 2- 11	TOT. 2- 5	TOT. 6- 11	MALE 6- 11	FEM. 6- 11	TOT. 8- 11	TOT. 9- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

FEB. 8-14, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
						AVG. AUD.	SH %	AVG. AUD. 0,000	TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N								
DAY	TIME	DUR	NET	NO OF T/C					(2+)	15- 24	18- 49	15- 24	TOTAL	TOTAL 12-17	MALE 12-17	FEM. 12-17	TOT. 12-17	TOT. 15-17	TOTAL 2-11	MALE 2-11	FEM. 2-11	TOT. 2-11	TOT. 6-11	MALE 6-11	FEM. 6-11	TOT. 9-11	
WEEKEND DAYTIME CHILDREN CONT'D																											
I'M TELLING-CONT'D																											
SAT	12.30P	30	NBC	6	B	2.7	8	238	1637	128^	483	343	81^	284	283	117^	166	210	73^	587	298	288	225	361	201	161	184
	132	72	CA	21	C	2.7	9	236	1515	142	427	317	105^	252	262	101^	161	172	90^	575	297	278	215	360	188	172	
LITTLE CLOWNS-HAPPYTOWN																											
SAT	8.00A	30	ABC	3	B	1.9	11	168	1443	63^	349^	281^	39^	306^	96^	55^	42^	45^	51^	692	383	308^	241^	451	299^	151^	271^
	202	97	CA	3	C	1.9	12	165	1371	59^	306	255	49^	267	97^	54^	43^	47^	50^	702	386	315	219	482	282	200^	250
								165	1371	59^	306	255	49^	267	97^	54^	43^	47^	50^	702	386	315	219	482	282	200^	250
LITTLE WIZARDS																											
SAT	9.30A	30	ABC	3	A	4.5	15	399	1509	84^	216	195	107^	249	199	102^	97^	123^	75^	846	475	371	375	471	274	197	264
	206	98	CA	3	B	3.8	13	337	1521	104^	267	236	78^	227	196	94^	102^	119	77^	832	480	352	332	500	288	211	248
					C	3.8	13	337	1521	104^	267	236	78^	227	196	94^	102^	119	77^	832	480	352	332	500	288	211	248
MIGHTY MOUSE																											
SAT	10.30A	30	CBS	7	A	4.3	14	381	1576	109^	371	309	75^	275	166^	108^	58^	90^	76^	765	359	406	429	336	156^	180	176
	198	96	CA	19	B	4.5	14	400	1545	101	358	291	67^	277	146	85	62^	102	44^	763	399	365	381	382	209	173	242
					C	4.3	15	379	1536	92	334	268	62^	241	146	78	68	97	49^	816	451	365	389	427	242	185	259
MUPPET BABIES I																											
SAT	8.30A	30	CBS	7	A	3.9	17	346	1478	74^	283	203	30^	149^	146^	82^	64^	118^	28^	900	402	498	337	563	278	284	298
	205	96	CA	22	B	3.6	18	321	1386	61^	271	199	24^	177	93^	55^	38^	67^	26^	845	474	371	281	564	337	226	351
					C	3.5	18	313	1398	49^	260	192	28^	181	94	55^	40^	69^	26^	862	462	400	305	557	308	249	336
MUPPET BABIES II																											
					A	5.1	19	452	1484	73^	246	181	32^	118^	169	70^	99^	127^	42^	951	463	488	419	533	274	258	293
SAT	9.00A	30	CBS	7	B	4.7	19	41^	1459	69^	260	199	51^	179	101	51^	50^	70^	12^	939	526	419	380	579	327	252	371
	205	96	CA	22	C	4.5	19	398	1464	53^	257	197	45^	170	104	51^	48^	75	29^	934	494	440	360	574	306	268	343
MUPPET BABIES III																											
SAT	9.30A	30	CBS	7	A	5.6	19	496	1519	65^	264	199	31^	160	148	87^	61^	127^	21^	948	481	467	418	529	279	251	287
	202	96	CA	22	B	5.1	19	454	1512	77	289	228	36^	182	103	55^	48^	74	29^	938	515	423	379	559	307	251	350
					C	4.9	19	434	1509	64	272	217	38^	183	112	58^	54^	80	33^	941	512	429	383	558	303	255	334
MY PET MONSTER																											
SAT	9.00A	30	ABC	7	A	4.5	17	399	1405	96^	200	165	56^	201	179	94^	86^	117^	62^	826	513	313	298	528	322	206	307
	208	98	CA	21	B	3.3	14	294	1486	84^	252	207	46^	205	150	63^	87^	102^	48^	879	471	408	317	563	313	250	284
					C	3.3	14	293	1488	75^	268	227	60^	196	172	86^	86^	117	55^	851	436	415	313	538	296	242	268
NEW ARCHIES																											
SAT	11.30A	30	NBC	6	A	5.1	16	452	1510	174	413	353	101^	211	256	139^	118^	136^	120^	630	267	363	264	366	163	203	156
	184	92	CA	21	B	4.3	14	384	1571	168	435	361	88	202	249	121	129	144	105	685	311	374	319	366	182	184	
					C	4.4	15	394	1521	173	372	313	99	207	267	116	151	153	114	675	327	347	297	378	195	183	
PEE WEE'S PLAYHOUSE																											
SAT	10.00A	30	CBS	7	A	6.7	22	594	1520	94^	287	245	50^	183	146	74^	72^	94^	52^	904	416	488	486	418	192	226	215
	207	99	CL	22	B	6.3	21	561	1554	94	321	268	45^	234	109	47^	62	76	33^	891	439	452	427	464	225	239	296
					C	6.1	22	540	1555	92	304	251	51	226	132	52	80	86	46^	893	464	429	403	490	249	241	299
POPEYE & SON																											
SAT	11.00A	30	CBS	7	A	3.8	12	337	1507	61^	242	173^	100^	222	261	139^	122^	175^	86^	783	343	440	333	451	208	243	214
	169	79	CA	19	B	4.3	14	380	1551	117	337	264	86^	258	191	95	96	124	67^	765	405	359	334	431	245	186	224
					C	4.1	14	360	1567	114	344	271	81	246	199	97	103	124	75	778	439	339	345	433	250	183	234
REAL GHOSTBUSTERS I																											
SAT	10.00A	30	ABC	3	A	5.7	18	505	1563	127	291	251	116^	272	270	161	109^	171	99^	730	445	285	337	393	254	139	228
	211	97	CA	3	B	4.9	16	431	1559	104	309	274	104	250	245	136	110	153	92	754	489	265	296	458	309	149	230
					C	4.9	16	431	1559	104	309	274	104	250	245	136	110	153	92	754	489	265	296	458	309	149	230
REAL GHOSTBUSTERS II CONT'D																											
					A	6.3	20	558	1478	140	321	267	107^	278	263	169	94^	180	82^	616	401	214	299	316	203	113^	188

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

54 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB.8-14, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN			MEN		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
									15- 24		TOTAL	18- 49	15 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

FEB. 8-14, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S			CHD TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0.000	TOT. WORK. PERS ING		W O M E N				M E N										TOT.	MALE	12- 17	12- 17	2- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
									(2+)	18+	TOTAL	49	21+	54	TOTAL	18- 24	18- 34	18- 49	21- 21+	21- 49	25- 54	25- 49	35- 64	35- 55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 8-14, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						CHD TOT.
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD.	SH %	AVG. 0,000	TOT. WORK. PERS ING WOM.	W O M E N				M E N														T E E N S									
									18- (2+)		18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	12- 17	12- 17	2- 11							
WEEKEND DAYTIME SPORTS CONT'D																																				
NBC COLLEGE BSKBL SUN										A	3.1	8	275	1544	167^	428	255	389	217^	802	138^	357	506	705	409	474	368	433	331	251^	211^	144^	103			
SUN 1.00P 125 NBC										B	4.4	10	387	1527	185	467	223	446	210	841	106	298	477	789	426	502	372	448	390	288	119	77^	100			
192 95 NBC										C	4.4	10	387	1527	185	467	223	446	210	841	106	298	477	789	426	502	372	448	390	288	119	77^	100			
UCLA VS NOTRE DAME										A	2.7	7	239	1382	173^	384	242^	359	213^	735	139^	357	484	647	396	444	345	393	288	203^	175^	122^	89^			
1.00 - 1.30										A	3.0	7	266	1498	132^	423	265	385	226^	756	138^	353	510	653	406	464	372	430	310	189^	210^	154^	108^			
1.30 - 2.00										A	3.0	7	266	1524	157^	409	218^	383	193^	794	135^	329	480	687	372	442	344	414	344	244	221^	142^	101^			
2.00 - 2.30										A	3.7	9	328	1639	187^	457	275	403	223	854	138^	371	522	764	432	506	384	458	348	258	219	144^	108^			
2.30 - 3.00										A	4.1	10	363	1585	201	435	255	380	212	830	116^	334	482	748	400	484	366	450	358	264	217	152^	103^			
PRO BOWLERS TOUR										A	5.5	16	487	1651	162	664	319	647	322	678	41^	176	368	661	350	409	327	386	325	251	115^	56^	194			
SAT 1.00P 93 ABC										B	4.6	12	404	1487	164	666	254	654	260	620	30^	133	289	607	276	335	259	318	298	272	60^	32^	141			
182 90 ABC										C	4.6	12	404	1487	164	666	254	654	260	620	30^	133	289	607	276	335	259	318	298	272	60^	32^	141			
SE										A	4.2	13	372	1702	167^	678	356	650	360	648	33^	180	369	638	359	394	336	372	282	244	120^	81^	256			
1.00 - 1.30										A	5.4	16	478	1658	151	637	318	618	313	703	44^	189	400	683	380	443	357	420	333	239	102^	51^	217			
1.30 - 2.00										A	6.7	19	594	1579	161	653	284	645	296	664	41^	160	338	645	319	387	297	365	338	258	122	45^	141			
2.00 - 2.30										A	9.1	25	806	1617	189	720	347	707	341	663	57^	174	326	633	296	366	269	339	322	268	99	50^	135			
2.30 - 3.00																																				
SPORTSWORLD										A	3.5	8	310	1616	225	482	259	445	237	872	81^	289	573	861	562	637	492	567	459	223	151^	102^	111^			
SUN 3.05P 85 NBC										B	4.1	10	367	1453	228	535	266	517	262	700	53^	205	410	682	392	458	357	423	357	224	91^	47^	127			
177 91 NBC										C	4.1	10	367	1453	228	535	266	517	262	700	53^	205	410	682	392	458	357	423	357	224	91^	47^	127			
SA										A	3.2	7	284	1588	255	465	275	416	234	828	85^	297	515	799	485	576	430	520	391	223^	162^	112^	133^			
3.00 - 3.30										A	3.8	9	337	1626	219	472	252	441	232	906	92^	310	592	903	589	669	500	581	473	233	141^	98^	106^			
3.30 - 4.00										A	3.4	8	301	1651	213	514	257	479	249	880	66^	263	605	875	599	659	539	598	502	216	156^	100^	101^			
4.00 - 4.30																																				
WNTN OLYMS-SAT-2:30PM-1(S)										A	14.4	35	1276	1628	256	791	377	769	376	612	41^	165	297	589	275	333	256	314	285	256	94	52	132			
SAT 2.33P 161 ABC										A	11.8	31	1045	1604	218	760	350	740	335	605	48^	169	296	577	268	334	248	314	283	243	96	59^	143			
220 99 ABC										A	13.3	34	1178	1635	251	798	378	776	377	612	40^	162	293	586	267	323	253	309	278	263	96	62	129			
SE										A	14.5	36	1285	1636	258	784	376	760	376	622	36^	168	302	601	281	338	267	324	295	263	97	54	133			
										A	15.7	38	1391	1636	262	797	383	773	387	615	42^	167	304	597	285	347	262	324	291	250	100	53	125			
										A	16.0	37	1418	1629	267	800	381	782	387	611	40^	160	295	594	277	333	255	311	286	260	84	41^	133			
										A	15.6	36	1382	1588	276	791	388	770	385	580	44^	165	282	555	257	307	238	288	260	247	89	42^	129			
WNTN OLYMS-SUN-12:00PM-1(S)										A	11.6	27	1028	1656	293	715	398	707	386	659	59^	211	387	643	371	426	328	383	336	217	117	57^	166			
SUN 12.00N 360 ABC										A	7.9	22	700	1506	233	625	337	612	304	573	37^	195	370	565	362	393	332	364	277	172	102	70^	206			
219 99 ABC										A	9.7	25	859	1494	245	632	352	627	338	582	42^	194	349	573	340	382	308	350	298	190	96	63^	184			
SE										A	10.3	26	913	1532	253	657	363	647	353	606	63^	223	379	586	359	403	316	360	305	183	118	63^	151			
CONT'D																																				

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

62 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 8-14, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				T E E N S TOT. MALE TOT.			CHD TOT.
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING WOM.	W O M E N				M E N																		
DAY	TIME	DUR	NET	NO. OF T/C					(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	12-	12-	2-				
WEEKEND DAYTIME SPORTS CONT'D																																
WNTR OLYMS-SUN-12:00PM-1-CONT'D																																
1.30 - 2.00					A	11.2	28	992	1569	267	657	372	646	346	639	70	224	412	609	383	414	343	374	314	195	116	48^	158				
2.00 - 2.30					A	12.1	29	1072	1619	274	673	380	661	350	648	67	208	402	624	378	425	335	382	331	199	116	46^	182				
2.30 - 3.00					A	11.3	27	1001	1670	291	717	384	711	366	661	54^	184	367	646	352	409	313	370	355	237	138	52^	153				
3.00 - 3.30					A	12.6	29	1116	1680	291	709	398	701	373	655	60	199	360	640	345	402	300	358	326	238	147	74	168				
3.30 - 4.00					A	13.6	31	1205	1682	289	715	409	702	379	679	58	213	372	664	357	415	314	372	336	249	134	70	155				
4.00 - 4.30					A	15.1	34	1338	1687	309	754	413	746	415	666	49	196	357	658	350	411	308	370	337	247	114	56	154				
4.30 - 5.00					A	12.8	29	1134	1741	316	765	423	763	444	694	65	221	412	683	401	461	347	407	356	222	113	48^	169				
5.00 - 5.30					A	11.4	25	1010	1769	359	792	439	791	448	714	79	240	429	693	408	480	350	423	371	213	105	51^	158				
5.30 - 6.00					A	11.4	24	1010	1785	343	805	460	805	461	727	61^	227	430	706	410	489	369	448	390	217	90	47^	163				

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 8-14, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TEENS TOT. 12-17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK-ING		W O M E N								M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
									PERS	ING	18-24	25-34	35-44	45-54	55-64	65+	TOTAL	18-24	25-34	35-44	45-54	55-64	65+	TOTAL	18-24	25-34	35-44		45-54	55-64	65+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
WEEKEND DAYTIME OTHER																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	62.5	63.7	65.2	66.8	67.3	68.7	69.7	70.8	71.6	71.8	70.6	69.8	68.0	66.0	58.7	54.4

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GROWING
PAINS SPEC.
(R)

ABC MONDAY NIGHT MOVIE
ELVIS AND ME, PT. 2
(PAE)

'88 VOTE:
IOWA CAUCUS
(PAE)

13,380	22,240														10,990
15.1	25.1	21.2 *				25.3 *			26.6 *					27.4 *	12.4
22	36	30 *				35 *			38 *					41 *	21
15.0	15.1	20.1	22.4	25.1	25.4	26.4	26.7	27.7	27.0	14.4	10.4				

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

KATE & ALLIE

DESIGNING
WOMEN

NEWHART

FRANK'S PLACE
(R)

WISEGUY

12,850	12,580	12,320	9,750	10,280		
14.5	14.2	13.9	11.0	11.6	9.2 *	14.0 *
21	20	19	16	19	14 *	25 *
14.4	14.6	14.0	13.7	11.4	9.0	13.7

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ALF

NBC MONDAY NIGHT MOVIES
MOVING TARGETDECISION
'88-IOWA
CAUCUS

16,920	15,150														7,350
19.1	17.1	16.4 *				17.4 *			17.5 *					17.2 *	8.3
28	24	23 *				24 *			25 *					26 *	15
18.3	19.8	16.5	16.4	17.4	17.3	17.4	17.6	17.9	16.4	8.8	7.2				

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	16.5	15.5	13.3	14.0	13.5	13.3	10.6	11.9
SHARE AUDIENCE %	26	23	20	20	19	19	16	21

SUPERSTATIONS

AVERAGE AUDIENCE	4.4	3.8	3.4	3.6	3.7	3.9	2.9	3.9
SHARE AUDIENCE %	7	6	5	5	5	6	4	7

PBS

AVERAGE AUDIENCE	1.8	2.3	3.4	3.3	2.2	2.3	2.0	2.2
SHARE AUDIENCE %	3	3	5	5	3	3	3	4

CABLE ORIG.

AVERAGE AUDIENCE	6.6	7.1	6.9	7.1	6.5	6.4	6.5	6.7
SHARE AUDIENCE %	10	11	10	10	9	9	10	12

PAY SERVICES

AVERAGE AUDIENCE	2.2	1.8	1.8	2.1	1.6	1.6	2.3	3.2
SHARE AUDIENCE %	3	3	3	3	2	2	3	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	61.7	63.5	64.4	65.7	66.7	68.6	69.3	70.2	69.0	68.9	68.6	68.0	63.7	61.8	60.3	58.5

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS?	GROWING PAINS	MOONLIGHTING (PAE)	THIRTYSOMETHING (PAE)
20,110	21,260	17,280	13,200
22.7	24.0	19.5 *	19.6 * 14.9
34	34	28	29 * 24
21.5	23.9	19.5	19.8 16.6
		19.4	15.1 14.1
		19.3	13.8

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

48 HOURS	48 HOURS IN ISRAEL	SPECIAL MOVIE PRSNT-CBS WINDMILLS OF THE GODS, PART 2 (PAE)
6,730	15,330	
7.6	7.6 *	7.5 * 17.3
11	11 *	16.6 * 17.2 *
8.3	7.0	25 * 17.3
	6.8	16.9 17.0
	8.2	17.3 17.5
		17.6 18.3
		18.0 *
		30 *
		17.6

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

MATLOCK	HUNTER	CRIME STORY
16,920	11,870	9,750
19.1	18.6 *	19.6 * 13.4
28	27 *	28 * 20
18.2	19.0	13.6 13.4
	19.9	12.9 11.0
		11.0 * 11.0 *
		18 * 19 *
		11.0 10.8
		11.2

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	15.8	15.7	12.8	12.5	13.7	14.2	12.6	10.6
SHARE AUDIENCE %	25	24	19	18	20	21	20	18

SUPERSTATIONS

AVERAGE AUDIENCE	4.2	4.1	3.3	2.8	3.3	3.4	3.0	2.7
SHARE AUDIENCE %	7	6	5	4	5	5	5	5

FBS

AVERAGE AUDIENCE	1.4	1.6	2.4	2.6	3.1	3.0	2.4	2.2
SHARE AUDIENCE %	2	2	4	4	4	4	4	4

CABLE ORIG.

AVERAGE AUDIENCE	6.5	7.2	7.2	7.5	7.8	7.7	7.3	6.4
SHARE AUDIENCE %	10	11	11	11	11	11	12	11

PAY SERVICES

AVERAGE AUDIENCE	1.6	1.6	2.4	2.7	3.3	3.2	4.2	4.1
SHARE AUDIENCE %	3	2	4	4	5	5	7	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	59.9	61.3	61.5	62.6	62.5	64.1	65.5	66.5	65.3	65.2	64.7	64.0	60.9	59.8	58.2	56.2

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

PERFECT STRANGERS	HEAD OF THE CLASS	HOOPERMAN	SLAP MAXWELL (PAE)	DYNASTY (PAE)
14,710	14,800	12,760	10,900	13,200
16.6	16.7	14.4	12.3	14.9
26	25	22	19	25
16.2	17.0	16.6	14.3	15.0

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LAW & HARRY MCGRAW	MAGNUM, P.I. (PAE)	EQUALIZER
7,710	12,230	10,540
8.7	13.8	11.9
13	21	20
8.7	13.1	11.8

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HIGHWAY TO HEAVEN	A YEAR IN THE LIFE	ST. ELSEWHERE
13,910	11,340	12,140
15.7	12.8	13.7
24	20	23
14.8	12.3	13.3

INDEPENDENTS

(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.9	14.7	13.3	13.7	15.7	16.2	13.7	11.1
SHARE AUDIENCE %	25	24	21	21	24	25	23	19

SUPERSTATIONS

AVERAGE AUDIENCE	4.1	3.8	3.1	3.0	3.7	3.7	3.5	2.8
SHARE AUDIENCE %	7	6	5	5	6	6	6	5

PBS

AVERAGE AUDIENCE	2.0	2.4	4.7	5.2	3.8	3.1	2.2	1.7
SHARE AUDIENCE %	3	4	7	8	6	5	4	3

CABLE ORIG.

AVERAGE AUDIENCE	5.8	6.9	6.5	7.0	7.4	7.4	6.3	5.8
SHARE AUDIENCE %	10	11	10	11	11	11	10	10

PAY SERVICES

AVERAGE AUDIENCE	2.2	2.0	3.1	3.2	3.7	3.4	4.1	2.9
SHARE AUDIENCE %	4	3	5	5	6	5	7	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	61.5	62.6	62.7	64.5	66.4	67.6	66.9	67.4	68.2	68.3	67.3	66.8	64.7	63.8	62.3	59.8

ABC TV

CHARMING

 ABC THURSDAY NIGHT MOVIE
 STAR TREK II: THE WRATH OF KHAN
 (R)(PAE)

 AVERAGE AUDIENCE
 (Hhlds (000) & %)
 SHARE AUDIENCE
 AVG. AUD. BY 1/4 HR

{ %

5,580	7,180															
6.3	8.1	6.8 *		8.0 *				8.1 *		8.8 *		8.7 *				
9	12	10 *		12 *				12 *		14 *		14 *				
6.4	6.2	6.7	6.9	7.9	8.2	8.1	8.0	8.8	8.8	9.4	8.0					

CBS TV

TOUR OF DUTY

SIMON & SIMON
(PAE)

KNOTS LANDING

 AVERAGE AUDIENCE
 (Hhlds (000) & %)
 SHARE AUDIENCE
 AVG. AUD. BY 1/4 HR

{ %

10,990				11,780				15,240								
12.4	11.7 *			13.1 *	13.3	12.9 *		13.6 *	17.2	16.9 *		17.5 *				
18	17 *			19 *	20	19 *		20 *	27	26 *		29 *				
11.7	11.7	13.0	13.3	12.7	13.2	13.3	13.8	16.5	17.3	17.6	17.3					

NBC TV

BILL COSBY
SHOWA DIFFERENT
WORLD

CHEERS

NIGHT COURT

L.A. LAW

 AVERAGE AUDIENCE
 (Hhlds (000) & %)
 SHARE AUDIENCE
 AVG. AUD. BY 1/4 HR

{ %

26,670		23,830		21,880		21,180		18,160								
30.1		26.9		24.7		23.9		20.5	20.6 *			20.4 *				
45		40		36		36		33	32 *			33 *				
29.1	31.2	26.9	26.9	24.7	24.8	23.9	23.9	20.9	20.4	20.5	20.4					

INDEPENDENTS
(INCL. SUPERSTATIONS)
 AVERAGE AUDIENCE
 SHARE AUDIENCE %

15.7	13.6	11.6	12.7	13.4	13.3	12.2	10.3
25	21	17	19	20	20	19	17

SUPERSTATIONS

 AVERAGE AUDIENCE
 SHARE AUDIENCE %

3.8	3.2	2.6	3.3	3.7	3.6	3.2	2.8
6	5	4	5	5	5	5	5

FBS

 AVERAGE AUDIENCE
 SHARE AUDIENCE %

1.6	2.2	3.4	3.5	3.2	2.9	2.0	1.6
3	3	5	5	5	4	3	3

CABLE ORIG.

 AVERAGE AUDIENCE
 SHARE AUDIENCE %

5.9	6.9	6.3	7.6	7.6	6.8	6.4	5.6
10	11	9	11	11	10	10	9

PAY SERVICES

 AVERAGE AUDIENCE
 SHARE AUDIENCE %

2.5	2.9	2.7	2.5	4.3	4.4	4.1	2.8
4	5	4	4	6	7	6	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8

EVE. FRI. FEB. 12, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	57.5	58.6	58.7	60.2	60.7	61.5	61.4	62.2	61.4	61.3	61.2	60.4	58.0	57.0	56.1	54.7

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

FULL HOUSE	MR. BELVEDERE	THORNS	SLEDGE HAMMER (PAE)	20/20 (PAE)
10,190	10,010	6,820	6,020	10,540
11.5	11.3	7.7	6.8	11.9
19	18	13	11	21
11.3	11.8	11.4	7.5	11.5
				12.2
				12.1
				12.0

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

BEAUTY & THE BEAST	DALLAS (PAE)	FALCON CREST
12,230	15,510	12,580
13.8	13.4 *	14.3 *
22	22 *	25 *
13.1	13.7	14.2
	14.1	14.2
	14.6	14.0
	16.9	
	17.7	
	18.0	
	17.4	
	14.4	
	14.2	
	14.2	
	14.0	

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

MAGIC IN-MAGIC KINGDOM	MIAMI VICE	SONNY SPOON
11,160	12,050	10,630
12.6	12.4 *	12.3 *
21	20 *	21 *
12.4	12.3	12.1
	12.7	11.9
	12.8	11.6
	13.3	
	22 *	
	13.3	
	13.9	
	13.9	
	12.5	
	12.0	
	12.0	
	11.8 *	
	21 *	
	11.6	

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

16.4	15.1	14.1	14.3	14.9	15.0	12.3	10.5
28	25	23	23	24	25	21	19

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.1	3.6	3.1	3.1	3.5	3.6	2.9	2.4
7	6	5	5	6	6	5	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.2	3.0	2.8	2.0	2.0	1.7	1.5
3	4	5	5	3	3	3	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.3	5.6	5.9	5.9	6.3	6.2	5.4	5.3
9	9	10	10	10	10	9	10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9	2.9	4.7	5.1	5.9	5.4	5.6	5.4
5	5	8	8	10	9	10	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	51.0	52.1	52.2	53.6	58.3	59.2	59.7	60.2	60.3	60.5	60.2	60.2	57.0	55.9	53.9	52.4	49.1	45.6

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← WNTN OLYMS-SAT-8:00PM-1 (PAE) →

8,770																		
9.9	10.6 *			9.8 *			8.8 *		9.1 *			10.9 *				10.2 *		
17	18 *			16 *			15 *		15 *			19 *				19 *		
11.1	10.1	9.7		9.9	8.7		8.8	8.8	9.5	11.5		10.3	10.3			10.1		

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← HIGH MOUNTAIN RANGERS → ← HOUSTON KNIGHTS (PAE) → ← WEST 57TH →

10,540				8,950					7,890									
11.9	11.3 *			12.5 *	10.1		10.0 *		10.2 *	8.9		9.3 *				8.4 *		
20	19 *			21 *	17		17 *		17 *	16		16 *				16 *		
10.9	11.7	12.5		12.4	9.9		10.2	10.5	10.0	9.3		9.4	8.5			8.4		

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FACTS OF LIFE 227 ← GOLDEN GIRLS → ← J.J. STARBUCK →

13,470		15,590		21,620				14,710										
15.2		17.6		24.4	23.8 *		25.1 *	16.6		17.2 *						16.0 *		
26		29		40	39 *		42 *	30		30 *						30 *		
14.3	16.1	16.8	18.4	23.3	24.2	25.2	24.9	17.6	16.8	16.0						16.1		

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	14.7	15.2	11.8	11.2	10.6	9.6	11.0	10.2	8.9
SHARE AUDIENCE %	29	29	20	19	18	16	20	19	19

SUPERSTATIONS

AVERAGE AUDIENCE	3.7	3.5	3.5	3.2	3.3	3.1	2.8	2.7	1.8
SHARE AUDIENCE %	7	7	6	5	5	5	5	5	4

PBS

AVERAGE AUDIENCE	2.4	2.9	2.9	2.8	2.3	2.3	2.7	2.2	1.5
SHARE AUDIENCE %	5	5	5	5	4	4	5	4	3

CABLE ORIG.

AVERAGE AUDIENCE	7.2	7.5	6.8	6.3	4.9	4.8	5.5	5.7	4.3
SHARE AUDIENCE %	14	14	12	11	8	8	10	11	9

PAY SERVICES

AVERAGE AUDIENCE	3.7	3.4	4.6	4.9	5.2	4.2	4.7	5.0	5.1
SHARE AUDIENCE %	7	6	8	8	9	7	8	9	11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	40.8	38.3	35.7	33.4	30.3	27.2	24.0	21.9	18.9	17.2	14.8	13.5	12.6	11.5				

ABC TV

(1)

AVERAGE AUDIENCE	{	1,950
(Hhlds (000) & %)		2.2
SHARE AUDIENCE	%	8
AVG. AUD. BY 1/4 HR	%	2.2

CBS TV

AVERAGE AUDIENCE	{	
(Hhlds (000) & %)		
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

← SATURDAY NIGHT (11:30-12:50)(PAE) → (PAE)

AVERAGE AUDIENCE	{	7,970					
(Hhlds (000) & %)		9.0	10.1 *		8.8 *		
SHARE AUDIENCE	%	26	26 *		26 *		
AVG. AUD. BY 1/4 HR	%	10.4	9.7	9.0	8.5	7.9	

INDEPENDENTS

(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	8.8		8.1		7.1		5.8		4.3		3.4		3.0
SHARE AUDIENCE %	22		23		25		25		24		24		25

SUPERSTATIONS

AVERAGE AUDIENCE	2.0		2.2		2.0		1.5		1.1		0.8		0.9
SHARE AUDIENCE %	5		6		7		7		6		8		7

PBS

AVERAGE AUDIENCE	1.7		1.3		0.6 ^		0.5 ^		0.5 ^		0.2 ^		0.1 v
SHARE AUDIENCE %	4		4		2 ^		2 ^		3 ^		1 ^		1 v

CABLE ORIG.

AVERAGE AUDIENCE	4.4		3.8		3.2		2.4		2.2		2.1		1.8
SHARE AUDIENCE %	11		10		11		10		12		15		15

PAY SERVICES

AVERAGE AUDIENCE	4.9		4.6		4.3		4.2		3.4		2.2		2.1
SHARE AUDIENCE %	12		13		15		18		19		16		17

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	59.1	61.7	63.3	64.8	66.5	67.7	68.6	69.7	68.6	68.4	67.9	67.9	67.6	66.4	64.9	60.3	50.3	43.9

WNTN OLYMS-SUN-7:00PM-1
(PAE)

(1)

ABC TV

AVERAGE AUDIENCE (Hhds (000) & %)	17,450																	1,770
SHARE AUDIENCE %	19.7	15.6 *		16.7 *		17.8 *		18.8 *		22.7 *		22.4 *		23.2 *		20.7 *		2.0
AVG. AUD. BY 1/4 HR	30	26 *		26 *		27 *		27 *		33 *		33 *		35 *		33 *		11
	14.8	16.5	16.4	16.9	17.9	17.7	18.4	19.3	22.4	23.1	22.7	22.2	24.1	22.3	22.1	19.2		2.0

60 MINUTES

MURDER, SHE WROTE

CBS SUNDAY MOVIE

HOSTAGE
(PAE)

CBS TV

AVERAGE AUDIENCE (Hhds (000) & %)	16,830			17,280				17,190										
SHARE AUDIENCE %	19.0	18.2 *		19.8 *	19.5	19.3 *		19.8 *	19.4	18.5 *		19.5 *		19.8 *		19.7 *		
AVG. AUD. BY 1/4 HR	30	30 *		31 *	29	29 *		29 *	29	27 *		29 *		30 *		31 *		
	17.5	18.9	20.0	19.5	19.2	19.3	19.8	19.8	18.2	18.9	19.5	19.6	19.4	20.1	19.9	19.4		

OUR HOUSE

FAMILY TIES

MY TWO DAD'S

NBC SUNDAY NIGHT MOVIE
THE DIRTY DOZEN: THE FATAL MISSION

NBC TV

AVERAGE AUDIENCE (Hhds (000) & %)	8,950			13,560			11,870		12,670									
SHARE AUDIENCE %	10.1	9.1 *		11.1 *	15.3		13.4		14.3	14.3 *		14.1 *		14.3 *		14.5 *		
AVG. AUD. BY 1/4 HR	16	15 *		17 *	23		19		22	21 *		21 *		21 *		23 *		
	8.4	9.7	10.6	11.6	14.8	15.8	13.2	13.7	14.4	14.2	14.1	14.0	14.3	14.2	15.0	14.1		

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	13.5		13.2		10.5		12.5		9.0		8.4		6.3		5.5		5.8	
SHARE AUDIENCE %	22		21		16		18		13		12		9		9		12	

SUPERSTATIONS

AVERAGE AUDIENCE	3.9		4.0		4.2		4.4		2.6		2.5		1.5		1.2		1.1	
SHARE AUDIENCE %	6		6		6		6		4		4		2		2		2	

PBS

AVERAGE AUDIENCE	1.7		1.9		4.1		4.4		2.7		2.5		1.7		1.5		1.3	
SHARE AUDIENCE %	3		3		6		6		4		4		3		2		3	

CABLE ORIG.

AVERAGE AUDIENCE	4.2		4.0		4.1		4.0		4.7		4.1		4.1		3.7		3.1	
SHARE AUDIENCE %	7		6		6		6		7		6		6		6		7	

PAY SERVICES

AVERAGE AUDIENCE	3.1		3.1		3.2		3.4		4.4		4.7		4.5		3.1		3.5	
SHARE AUDIENCE %	5		5		5		5		6		7		7		5		7	

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT SUN.,ABC,(11:15-11:30)

For explanation of symbols, See page B

EVE.SUN. FEB.14, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	36.1	31.9	27.6	24.7	21.7	19.8	17.4	15.9	14.1	12.7	11.0	9.8	8.8	8.2				

ABC TV

WNTR OLYMS
SUN-11:30PM-

AVERAGE AUDIENCE (Hhds (000) & %)	{	6,200	
SHARE AUDIENCE	%	7.0	
AVG. AUD. BY 1/4 HR	%	21	
		7.8	6.3

CBS TV

CBS
SUNDAY
NEWS

AVERAGE AUDIENCE (Hhds (000) & %)	{	3,460	
SHARE AUDIENCE	%	3.9	
AVG. AUD. BY 1/4 HR	%	10	
		3.9	

NBC TV

(1) (PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	1,860	
SHARE AUDIENCE	%	2.1	
AVG. AUD. BY 1/4 HR	%	7	
		2.1	

INDEPENDENTS

(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	6.2	5.1	4.4	3.3	2.4	1.8	1.5
SHARE AUDIENCE %	18	19	21	20	18	17	18

SUPERSTATIONS

AVERAGE AUDIENCE	1.5	1.5	1.3	1.1	0.7	0.5	0.5
SHARE AUDIENCE %	4	6	6	7	5	5	6

PBS

AVERAGE AUDIENCE	1.4	1.0	0.6	0.4	0.2	<<	<<
SHARE AUDIENCE %	4	4	3	2	1	<<	<<

CABLE ORIG.

AVERAGE AUDIENCE	3.5	3.2	2.3	1.9	1.6	1.2	1.3
SHARE AUDIENCE %	10	12	11	11	12	12	15

PAY SERVICES

AVERAGE AUDIENCE	3.4	3.3	3.1	2.9	2.6	2.5	2.1
SHARE AUDIENCE %	10	13	15	17	19	24	25

U.S. TV HOUSEHOLDS: 88,600,000
(1) G MICHAELS SPORTS MACHINE,NBC,(11:30-11:45)

For explanation of symbols, See page B

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.3	10.0	12.7	15.2	18.2	20.7	21.9	22.5	22.9	23.8	24.1	24.1	24.7	25.8	26.2	26.2	24.9	25.3

ABC TV

	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PAE) (PARTICIPATING)	GOOD MORNING, AMERICA-830 (CO-OP) (PAE) (PARTICIPATING)
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,310		2,040	3,830	4,110
SHARE AUDIENCE	%	1.5		2.3	4.3	4.6
AVG. AUD. BY 1/4 HR	%	14		15	19	19
	%	1.5		2.3	4.4	4.7

CBS TV

		CBS MORNING NEWS- 6:30AM	CBS THIS MORNING-A (SUS)	CBS THIS MORNING-1	CBS THIS MORNING-B (SUS)	CBS THIS MORNING-2	BLACKOUT
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,240		2,060		2,020	2,110
SHARE AUDIENCE	%	1.4		2.3		2.3	2.4
AVG. AUD. BY 1/4 HR	%	12		10		9	9
	%	1.3	1.4	2.4	2.2	2.2	2.5

NBC TV

		NBC NEWS AT SUNRISE (PAE)	TODAY SHOW-7:30AM (CO-OP) (PAE) (PARTICIPATING)	TODAY SHOW-8:30AM (CO-OP) (PAE) (PARTICIPATING)	SALE OF THE CENTURY
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,750		4,700	3,400
SHARE AUDIENCE	%	2.0		5.3	3.8
AVG. AUD. BY 1/4 HR	%	18		23	15
	%	1.6	2.4	5.2	5.3

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.8	3.6	6.1	7.2	6.8	6.5	5.6	5.8	5.7
SHARE AUDIENCE %	20	26	31	32	29	27	22	22	23

SUPERSTATIONS

AVERAGE AUDIENCE	0.9	1.4	2.0	2.1	2.0	2.0	1.7	1.9	1.6
SHARE AUDIENCE %	9	10	10	10	9	8	7	7	6

PBS

AVERAGE AUDIENCE	0.1 v	0.1 A	0.5	0.8	1.1	1.2	1.4	1.3	1.2
SHARE AUDIENCE %	1 v	1 A	2	4	5	5	6	5	5

CABLE ORIG.

AVERAGE AUDIENCE	1.2	1.5	1.8	2.0	2.2	2.4	2.3	2.3	2.5
SHARE AUDIENCE %	14	11	9	9	10	10	9	9	10

PAY SERVICES

AVERAGE AUDIENCE	0.7	0.8	0.9	1.0	1.1	1.1	1.1	1.0	1.0
SHARE AUDIENCE %	8	5	5	4	5	5	4	4	4

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
 (2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page 8.

DAY MON.-FRI. FEB. 8-12, 1988

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	25.4	25.5	25.7	26.4	26.5	27.4	28.8	29.8	30.3	31.2	32.7	33.2	32.5	32.6	31.3	31.5	31.6	32.0

ABC TV

ABC TV		WHO'S THE BOSS? M-F		HOME		RYAN'S HOPE		LOVING		← ALL MY CHILDREN →			← ONE LIFE TO LIVE (PAE) →		
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,960		2,430		2,360		3,770		7,160			7,160		
SHARE AUDIENCE %	{	3.3		2.7		2.7		4.3		8.1	7.8 *	8.4	* 8.1	8.0 *	8.1 *
AVG. AUD. BY 1/4 HR	%	13		10		9		14		25	24 *	26	* 26	26 *	26 *
	%	3.2	3.5	2.8	2.6	2.6	2.7	4.1	4.4	7.5	8.1	8.4	8.4	8.0	8.1

CBS TV

CBS TV	NEW CARD SHARKS	PRICE IS RIGHT 1	PRICE IS RIGHT 2 (PAE)	←YOUNG AND THE RESTLESS→	BOLD AND THE BEAUTIFUL	←AS THE WORLD TURNS→
AVERAGE AUDIENCE (Hhds (000) & %)	2,620	4,800	6,360	7,370	5,100	6,310
SHARE AUDIENCE	3.0	5.4	7.2	8.3	5.8	7.1
AVG. AUD. BY 1/4 HR	12	21	27	8.1 *	8.5 *	7.0 *
	2.8	3.1	5.0	27	27	23
		5.8	6.9	28 *	18	22 *
			7.5	8.4	5.8	7.2 *
				8.5	5.8	7.3
				8.4	5.8	7.3

NBC TV

NBC TV		CLASSIC CONCENTRATION	WHEEL OF FORTUNE	WIN, LOSE OR DRAW	SUPER PASSWORD	SCRABBLE	←DAYS OF OUR LIVES→		←ANOTHER WORLD (PAE)→									
AVERAGE AUDIENCE (Hhds (000) & %)	{	3,830	5,720	4,340	3,210	4,360	6,910		4,820									
SHARE AUDIENCE	%	4.3	6.5	4.9	3.6	4.9	7.8	7.6 *	8.1	* 5.4	5.5 *	5.4 *						
AVG. AUD. BY 1/4 HR	%	17	25	18	12	16	24	23 *	25	* 17	18 *	17 *						
	%	4.3	4.3	6.4	6.6	4.8	5.0	3.5	3.7	4.8	5.1	7.5	7.7	8.1	8.0	5.6	5.4	5.4

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	5.7	5.0	5.3	5.8	6.3	6.1	6.5	6.6	7.2
SHARE AUDIENCE %	23	19	20	20	20	19	20	21	23

SUPERSTATIONS

AVERAGE AUDIENCE	1.8	1.8	1.9	2.1	2.2	1.9	2.0	2.0	2.3
SHARE AUDIENCE %	7	7	7	7	7	6	6	6	7

PBS

[illegible]

CABLE ORIG.

AVERAGE AUDIENCE	2.4	2.6	2.7	3.0	3.0	3.1	3.2	3.4	3.4
SHARE AUDIENCE %	10	10	10	10	10	9	10	11	11

PAY SERVICES

AVERAGE AUDIENCE	1.1	1.0	1.1	1.0	1.0	1.0	1.0	1.0	1.0
SHARE AUDIENCE %	4	4	4	3	3	3	3	3	3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	31.8	32.8	33.3	34.6	35.4	37.5	39.2	40.9	42.1	44.1	46.2	48.6	54.5	56.4	57.6	59.0

ABC TV

← GENERAL HOSPITAL →

ABC WORLD
NEWS TONIGHT

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 8,030
9.1 8.8 * 9.2 *
% 28 28 * 27 *
% 8.7 9.0 9.2 9.3

10,440
11.8
20
11.6 12.0

CBS TV← GUIDING LIGHT
(PAE) →CBS EVENING
NEWS-RATHER

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 5,620
6.3 6.4 * 6.4 *
% 19 20 * 19 *
% 6.3 6.4 6.4 6.4

9,800
11.1
19
11.0 11.1

NBC TV

← SANTA BARBARA →

NBC NIGHTLY
NEWS

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 4,550
5.1 5.1 * 5.2 *
% 16 16 * 15 *
% 5.1 5.0 5.1 5.3

9,620
10.9
19
10.8 10.9

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	7.5	8.1	9.2	10.7	11.8	13.1	14.5	16.2
SHARE AUDIENCE %	23	24	25	27	27	28	26	28

SUPERSTATIONS

AVERAGE AUDIENCE	2.1	2.3	2.5	2.9	3.1	3.4	3.0	3.4
SHARE AUDIENCE %	7	7	7	7	7	7	5	6

PBS

AVERAGE AUDIENCE	0.7	0.7	1.0	1.2	1.2	1.2	1.2	1.5
SHARE AUDIENCE %	2	2	3	3	3	3	2	3

CABLE ORIG.

AVERAGE AUDIENCE	4.0	4.5	4.4	4.4	4.1	4.2	4.9	5.8
SHARE AUDIENCE %	12	13	12	11	10	9	9	10

PAY SERVICES

AVERAGE AUDIENCE	1.2	1.1	1.1	1.2	1.3	1.4	1.9	2.1
SHARE AUDIENCE %	4	3	3	3	3	3	3	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.8	9.2	11.0	13.4	15.6	18.5	21.3	23.7	25.2	27.3	28.8	30.2	30.6	31.6	31.4	31.4	31.6	32.1

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

LITTLE CLOWNS-ALL HAPPYTOWN	NEW POUND PUPPIES	MY PET MONSTER	LITTLE WIZARDS	REAL GHOSTBUSTERS	REAL GHOSTBUSTERS	BUGS BUNNY & TWEETY SHOW
1,680	3,100	3,990	3,990	5,050	5,580	4,160
1.9	3.5	4.5	4.5	5.7	6.3	4.7
11	16	17	15	18	20	17
1.7	2.1	3.2	3.8	4.1	4.9	4.7

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

HELLO KITTY	MUPPET BABIES	MUPPET BABIES	MUPPET BABIES	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,950	3,460	4,520	4,960	5,940	3,810	3,370
2.2	3.9	5.1	5.6	6.7	4.3	3.8
13	17	19	19	22	14	12
2.0	2.5	3.6	4.1	4.9	5.3	3.9

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
3,190	4,160	5,760	6,560	5,670	6,020	5,140
3.6	4.7	6.5	7.4	6.4	6.8	5.8
21	21	25	25	21	22	18
3.1	4.2	4.2	5.1	6.2	6.8	6.1

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2	3.9	4.9	5.6	4.7	5.0	6.1	7.2	8.2
38	32	29	25	18	17	20	23	26

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8	1.1	1.5	1.8	1.4	1.5	1.3	1.5	2.3
9	9	9	8	5	5	4	5	7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.2	0.4	0.5	0.8	1.0	1.2	1.2	1.3	1.4
2	3	3	4	4	4	4	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5	1.6	2.5	3.3	3.5	4.5	4.5	4.4	4.8
18	13	15	15	13	15	14	14	15

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0	1.2	1.5	1.5	1.6	2.0	2.0	2.3	2.3
12	10	9	7	6	7	6	7	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	32.0	32.1	32.2	33.1	33.5	33.7	32.6	33.6	33.9	33.5	33.7	35.4	37.4	38.1	38.5	39.2	40.1	40.9

ABC TV

ABC TV	FLINTSTONE KIDS	ANIMAL CRACK- UPS	HEALTH SHOW(B)	PRO BOWLERS TOUR (1:00-2:30)(PAE)	WNTV OLYMS-SAT-2:30PM-1 (2:33-5:14)(PAE)													
AVERAGE AUDIENCE (Hhds (000) & %)	3,010 3.4	2,570 2.9	1,150 1.3	4,870 5.5	4.2 *		5.4 *			6.7 *	12,760 14.4	11.8 *		13.3 *		14.5 *		
SHARE AUDIENCE	12	9	4	16	13 *		16 *			19 *	35	31 *		34 *		36 *		
AVG. AUD. BY 1/4 HR	3.4	3.3	2.9	2.9	1.3	1.4	3.9	4.5	5.3	5.5	6.2	7.2	11.6	12.0	13.1	13.6	14.2	14.9

CBS TV

CBS TV		DENNIS THE MENACE	TEEN WOLF	GALAXY HIGH SCHOOL	← CBS SPORTS SATURDAY → SPEED SKATING & TWIN 125'S				← CBS NCAA BASKETBALL-SAT → SYRACUSE VS GEORGETOWN (2:00-4:15)										
AVERAGE AUDIENCE (Hhds (000) & %)	f	2,920 3.3	2,480 2.8	2,480 2.8	2,660 3.0	3.1	*	3.0	* 4.0	3.9	*	3.6	*	3.7	*	4.2	*		
SHARE AUDIENCE	%	11	9	8	9	9	*	9	* 10	11	*	10	*	10	*	10	*		
AVG. AUD. BY 1/4 HR	%	3.5	3.2	2.7	2.9	2.8	2.9	3.0	3.2	3.1	2.8	3.7	4.0	3.5	3.7	3.5	3.9	4.1	4.4

NBC TV

NBC TV		NEW ARCHIES		FOOFUR (PAE)		I'M TELLING				←NBC COLLEGE BSKBL SAT→ LOUISVILLE VS N. CAROLINA STATE (3:00-5:08) (PAE)	
AVERAGE AUDIENCE (Hhds (000) & %)	{	4,520		3,630		2,920				1,950	
SHARE AUDIENCE	%	5.1		4.1		3.3				2.2	*
AVG. AUD. BY 1/4 HR	%	16		13		10				5	*
	%	5.0	5.2	4.0	4.3	3.2	3.4			2.4	2.1
										2.2	2.3

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	8.9	8.8	10.2	10.0	10.3	9.5	9.9	10.2	11.2
SHARE AUDIENCE %	28	27	30	30	31	27	26	26	28

SUPERSTATIONS

AVERAGE AUDIENCE	2.4	2.3	2.6	2.3	2.4	2.6	2.8	2.9	3.3
SHARE AUDIENCE %	8	7	8	7	7	8	7	7	8

FBS

AVERAGE AUDIENCE	1.6	1.6	1.8	1.7	1.8	1.8	2.0	1.8	1.6
SHARE AUDIENCE %	5	5	5	5	5	5	5	5	4

CABLE ORIG.

AVERAGE AUDIENCE	5.2	5.6	6.2	6.1	6.4	6.6	6.2	6.4	6.2
SHARE AUDIENCE %	16	17	18	18	19	19	16	16	15

PAY SERVICES

AVERAGE AUDIENCE	2.2	2.7	2.9	2.8	2.1	1.9	1.8	1.7	1.6
SHARE AUDIENCE %	7	8	9	8	6	5	5	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	41.3	41.9	42.6	43.0	42.8	42.9	43.6	44.7	46.1	47.5	48.5	50.1

ABC TV

WNTR OLYMS-SAT-2:30PM
(2:33-5:14)(PAE)

←ABC WIDE WORLD→
SPORTS SAT
(5:14-6:00)(PAE)

ABC WRLD NEWS
TONIGHT-SAT

AVERAGE AUDIENCE (Hhlds (000) & %)	{				11,340				9,130		
		15.7 *		16.0 *	12.8	13.2 *		12.5 *	10.3		
SHARE AUDIENCE	%	38 *		37 *	29	31 *		28 *	20		
AVG. AUD. BY 1/4 HR	%	15.6	15.8	16.1	16.0	14.0	13.2	12.9	12.1	10.1	10.5

CBS TV

(1) ←CBS NCAA BASKETBALL-SAT 2→
MISSOURI VS UNIV. PROVIDENCE VS ST JOHNS
(MULTI SEGMENT)(PAE)

CBS SAT. NEWS-
SCHIEFFER

AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,370							5,050			
	{	3.8		3.0 *		3.4 *		4.6 *	5.7			
SHARE AUDIENCE	%	9		7 *		8 *		10 *	11			
AVG. AUD. BY 1/4 HR	%	4.7	3.3	3.1	3.0	2.9	3.8	4.3	5.0	6.2	5.6	5.9

NBC TV

←NBC COLLEGE BSKBL SAT→
LOUISVILLE VS M.
CAROLINA STATE
(3:00-5:08)(PAE)

←HAWAIIAN OPEN GOLF-SAT
(5:08-6:30)(PAE)→

NBC NIGHTLY
NEWS-SAT.

AVERAGE AUDIENCE (Hhlds (000) & %)	{				2,840					3,990			
SHARE AUDIENCE	%	1.8 *		2.1 *	3.2	2.7 *		3.3 *		3.6 *	4.5		
AVG. AUD. BY 1/4 HR	%	4 *		5 *	7	6 *		7 *		8 *	9		
	%	1.7	2.0	2.0	2.1	2.5	2.9	3.1	3.4	3.6	3.5	4.3	4.8

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	11.4	11.3	11.5	11.8	12.2	14.3
SHARE AUDIENCE %	27	26	27	27	26	29

SUPERSTATIONS

AVERAGE AUDIENCE	3.1	3.1	3.3	3.2	3.4	4.0
SHARE AUDIENCE %	7	7	8	7	7	8

PBS

AVERAGE AUDIENCE	1.7	1.8	2.1	2.4	2.8	2.4
SHARE AUDIENCE %	4	4	5	5	6	5

CABLE ORIG.

AVERAGE AUDIENCE	6.2	7.4	7.4	7.5	7.8	7.2
SHARE AUDIENCE %	15	17	17	17	17	15

PAY SERVICES

AVERAGE AUDIENCE	1.8	2.0	2.0	2.4	2.5	3.1
SHARE AUDIENCE %	4	5	5	5	5	6

U.S. TV HOUSEHOLDS: 88,600,000
(1) CBS NCAA BASKETBALL-SAT, SYRACUSE VS GEORGETOWN, CBS, (2:00-4:15)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.8	8.5	9.8	11.3	13.7	16.3	18.9	20.2	23.1	25.5	26.2	27.1	28.9	30.2	29.9	30.7	31.8	32.5

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BUSINESS
WORLD(B)

THIS WEEK-
DAVID BRINKLEY
(11:00-12:00)
1,860
2.1 1.9 *
7 7 *
1.8 2.1

710
0.8
3
0.8 0.8

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,100
3.5 3.2 *
13 13 *
2.9 3.5 3.4 3.4 *
4.0 4.0 2.5 2.6

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,680
1.9 1.5 *
10 10 *
1.4 1.6 1.8 2.1 *
2.3 2.5 2.4 *
2.4 2.4 *
2.5 2.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4 3.4 4.8 6.4 7.3 8.3 10.2 9.9 11.2
32 32 32 33 30 31 35 33 35

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7 1.0 1.8 2.3 2.6 2.7 3.1 2.4 3.0
9 9 12 12 11 10 11 8 9

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1 0.5 1.1 1.8 2.3 2.4 2.5 2.1 1.8
1 5 7 9 9 9 8 7 6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5 2.3 3.3 4.1 5.2 6.0 5.7 5.9 6.2
20 22 22 21 21 23 19 19 19

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3 1.6 1.8 2.1 2.8 2.8 2.8 2.9 3.1
17 15 12 11 12 11 9 10 10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	33.2	34.5	35.9	37.4	38.6	40.0	39.7	40.1	40.2	41.0	41.4	41.7	41.3	42.0	43.2	43.2	43.8	44.7

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

THIS WEEK-
DAVID BRINKLEY
(11:00-12:00)

WNTR OLYMS-SUN-12:00PM-1
(12:00-6:00)

			10,280															
		2.3 *	11.6	7.9 *		9.7 *		10.3 *		11.2 *		12.1 *		11.3 *		12.6 *		13.6 *
		7	27	22		25		26		28		29		27		29		31
		2.2	2.3	7.2	8.6	9.7	9.6	10.0	10.6	10.4	12.0	12.3	11.8	11.2	11.5	12.2	12.9	13.6

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

DAYTONA 500
(12:00-4:07)(PAE)

			6,560															
		7.4		4.7 *		6.4 *		7.0 *		7.0 *		7.8 *		7.5 *		8.2 *		9.5 *
		18		13		16		18		17		19		18		19		21
		4.3		5.2		6.2		7.0		7.1		7.6		7.3		8.1		9.0

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

NBC COLLEGE BSKBL SUN
UCLA VS NOTRE DAME
(1:00-3:05)(PAE)

SPORTSWORLD
(3:05-4:30)(PAE)

			2,750												3,100			
		3.1		2.7 *		3.0 *		3.0 *		3.0 *		3.7 *		3.5 *		3.2 *		3.8 *
		8		7		7		7		7		9		8		7		9
		2.6		2.8		3.0		2.9		2.9		3.1		3.0		3.3		4.0

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.1		11.3		12.0		11.9		11.7		11.7		12.4		11.9		10.6
36		31		31		30		29		28		30		28		24

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.4		3.1		3.3		3.5		3.3		3.3		3.4		3.6		2.6
10		8		8		9		8		8		8		8		6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9		1.5		1.4		1.2		1.2		1.0		1.1		1.3		1.3
6		4		4		3		3		2		3		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.6		6.2		5.7		5.6		5.1		4.8		5.0		4.9		5.1
20		17		15		14		13		12		12		11		12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3		3.5		3.6		3.5		3.5		3.4		2.8		2.9		2.5
10		10		9		9		9		8		7		7		6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Client Notice

March 23, 1988

THE POCKETPIECE REPORT February 8-14, 1988

The following revised program audience estimates are the result of program lineup changes received from the network too late for inclusion in the above report.

10&16 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 8-14, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
DAY	TIME	DUR	NET	OF	T/C	NO.	AVG. AUD.	SH	AVG. AUD.		TOTAL WORKING		LOH	WOMEN					MEN					TEENS		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
											PERS	WOMEN		18-49	18-	18-	25-	35-	18-	18-	25-	35-	12-	FEM.	12-	2-	6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
											(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
EVENING																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					

66&67 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

FEB. 8-14, 1988

DAY TIME NETWORK PROGRAM NAME		HOUSE- HOLDS	AVERAGE MINUTE AUDIENCE %																				TEENS TOT. FEM.		CHILDREN TOT. TOT.	
			TOTAL PERS (2+)	WORKING WOMEN 18-49	LOH 18-49 W/CH	W O M E N					M E N															
						18- (2+)	18- 49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17			11	11
MONDAY EVENING																										
8.00- 8.30PM A GROWING PAINS SPEC.(S)		TVU	68.0 15.4	47.5 10.3	46.0 11.0	44.4 10.9	53.5 8.5	51.3 11.4	43.9 9.7	45.5 10.8	50.2 11.7	52.2 12.1	61.1 12.5	44.8 7.6	36.9 6.6	39.2 7.3	42.9 7.7	46.7 8.3	58.7 7.9	46.9 15.8	46.4 17.0	44.3 10.5	48.1 13.7			
8.30- 9.00PM A ABC MONDAY NIGHT MOVIE		TVU	70.2 21.6	48.9 14.8	52.1 20.6	51.1 20.9	56.9 17.8	54.5 19.1	48.0 18.1	50.4 19.7	55.4 21.2	56.9 20.8	60.6 17.4	47.3 11.0	39.4 10.2	42.1 11.0	45.9 11.1	49.4 11.9	60.5 11.3	48.0 17.8	49.9 23.8	38.2 10.7	42.5 12.9			
9.00- 9.30PM A ABC MONDAY NIGHT MOVIE		TVU	71.7 25.3	49.6 17.1	54.5 24.2	53.6 24.5	60.7 22.3	56.3 23.0	51.9 22.7	53.7 23.8	58.4 25.4	58.5 24.6	60.2 20.7	49.3 12.7	41.4 11.2	44.7 12.4	48.7 12.7	52.2 13.9	60.9 13.5	48.9 18.5	53.6 24.9	33.0 11.2	36.6 12.5			
9.30-10.00PM A ABC MONDAY NIGHT MOVIE		TVU	70.2 26.5	47.9 17.5	53.5 25.3	52.7 25.6	60.7 22.7	55.2 23.8	51.2 23.7	53.0 24.7	57.5 26.4	57.8 25.3	58.1 20.9	48.1 13.2	40.3 12.1	43.9 13.1	48.3 13.4	51.2 14.3	58.3 13.8	47.8 17.9	51.7 24.6	27.6 10.5	30.6 12.3			
10.00-10.30PM A ABC MONDAY NIGHT MOVIE		TVU	67.0 27.4	45.2 17.8	50.8 25.9	49.7 25.9	55.8 23.8	53.1 24.7	48.1 24.6	50.9 25.6	55.2 27.6	56.8 26.7	55.8 21.8	46.3 13.4	38.9 11.8	42.1 13.2	45.8 13.6	49.0 14.8	56.3 14.0	43.8 17.9	45.2 24.8	22.4 9.7	25.3 11.7			

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